26TH YEAR

BROADCASTING TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION APRIL 8, 1957 35¢ PER COPY

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$26 million in sales

The NARTB convention

Fm: Promise, problems

A FABLE
St. Video and the Dragon
Once upon a time there was a mammoth Dragon which completely dominated the country. But one bright sunny day a Knight came skipping over the horizon. His name was St. Video and he was determined to gain the favors of the Ladies of the Land by doing away with the Dragon. A terrible battle ensued with St. Video giving the Dragon spectacular thrust after spectacular thrust. The Dragon was pretty seriously wounded in some of his vital organs. So, St. Video scampered away to collect the Ladies, fully confident that he had them all sewed up. But, when St. Video's back was turned, the Dragon gave him a wicked belt in the back of the head with his tail and St. Video hasn't been the same since.
MORAL
Don't count Dragons out while they're still thrashing about. Radio is very much alive and is actually growing twice as fast as TV! And, the Ladies of the Land are still dominated by it: They listen to the Radio throughout the day much more than they watch TV. Surely all of your money isn't on St. Video!
THE SUCCESS OF ITS USERS SPEAKS CLEARLY FOR SPOT NATIONAL SPOT RADIO
Radio Division
Edward Petry & Co., Inc.
The Original Station Representative
NEW YORK • CHICAGO • ATLANTA • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS

This is the first of a series of full page advertisements on behalf of Spot Radio. During 1957 these fables will appear regularly in The New Yorker, Printer's Ink, Sales Management, Broadcasting • Telecasting, and Television Magazine.

AGAIN FOR THE 4TH CONSECUTIVE MONTH

I–N–D–I–S–P–U–T–A–B–L–Y

DOMINANT

WTVR

CHANNEL 6

RICHMOND, VIRGINIA

NOW BOTH ARB AND PULSE AGREE
THE LATEST JAN.-FEB. SURVEYS PROVE IT!

STATION		Share of Audience (Pulse)	Share of Audience (ARB)
WTVR MON.-FRI. 6 PM-12 MID.	=	37	36.7
STATION "B" Mon.-Fri. 6 PM-12 Mid.	=	35	31.3
STATION "C" Mon.-Fri. 6 PM-12 Mid.	=	27	31.5

AND WTVR HAS 8 OUT OF THE 15 TOP WEEKLY PROGRAMS
PLUS 6 OUT OF THE 10 MULTI-WEEKLY PROGRAMS

DOMINANT IN HOMES REACHED

MONTHLY, WEEKLY AND DAILY—DAY AND NIGHT
SEE NIELSEN COVERAGE SURVEY #2

DOMINATE IN RESULTS

BY CALLING ANY BLAIR TV OFFICE
OR WILBUR M. HAVENS 5-8611
WTVR—RICHMOND, VA.

KRNT-TV

DES MOINES TELEVISION - CHANNEL 8 IN IOWA

FULL POWER
FULL COVERAGE

CBS TELEVISION

A COWLES OPERATION

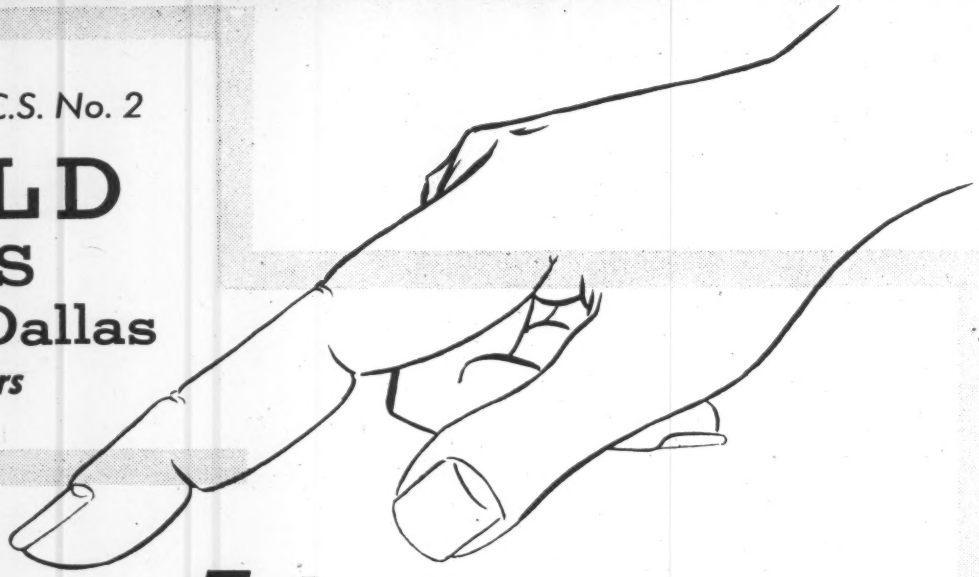
Katz Has The Facts On That—
Very Highly Audience Rated,
Sales Results Premeditated,
CBS Affiliated
Station in Des Moines!

LEADER in Des Moines TV

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Based on N.C.S. No. 2

KRLD
CBS
Radio-Dallas
delivers



More Listeners
More Coverage

than any other full-time station
in the entire state of Texas . . .

KRLD is the Only Full-Time 50,000 Watt Station in Dallas-Ft. Worth Area

KRLD does not share time and frequency with any other station. One station—one order means greater frequency discounts — full, accurate coverage at minimum cost. KRLD is centrally located in Texas' richest and most progressive area. Few natural barriers impede its full-time 50,000 Watt signal, giving you adequate coverage of the West and Southwest at a lower cost per 1,000 listeners. For the best buy, better buy KRLD. Check with a Branham man.

More Listeners
More Coverage
Less Cost per 1,000

COMBINED MAKE

KRLD

the biggest buy
in the biggest market
in the biggest state

KRLD Radio CBS

The radio station of The Dallas Times Herald, owners and operators of KRLD-TV, telecasting with maximum power from the top of Texas' tallest tower. Herald Square, Dallas 2. The Branham Company, exclusive representatives.

JOHN W. RUNYON
Chairman of the Board

CLYDE W. REMBERT
President

closed circuit®

ENIGMA • Will FCC Chairman George C. McConnaughey use forum of NARTB convention to make announcement about his future? He has kept even colleagues guessing on whether he plans to return to private practice when term expires June 30. Educated guess: He will leave and have strong voice in selection of successor.

B•T

WHEN Mr. McConnaughey steps out, line of candidates will queue up, not only for his seven-year term as commissioner, but also for chairmanship, which is prerogative of President. At least half-dozen known candidates are poised with heavy endorsement artillery when Chairman gives word. Two incumbent commissioners also have eye on chairmanship. Comrs. Doerfer and Lee would like to "rotate" into top spot as Republicans who haven't yet headed agency.

B•T

OPINION PLEASE! What's status of military pitch for low-band vhf now that quiet campaign for chs. 2-6 has reached top level [B•T, April 1; see editorial page 186]? Executive branch reportedly has asked Attorney General Brownell for opinion on presidential authority to allocate to government service any spectrum space utilized by private licensees when no national emergency exists. No official confirmation, however, because Attorney General regards his dealings with executive branch as confidential counsel-client relationship.

B•T

AFTER B•T's disclosure of military quest, no flat denials came from any quarter. Vhf quest was narrowed to Air Force and Navy. Official sources indicated they were simply putting in bids early for low-band vhf since FCC spokesmen and others have repeatedly stated that all tv eventually would have to move to uhf where 70 channels are available against 12 vhfs.

B•T

CH. 13 TOO? Indications that military quest for additional spectrum space is not confined to low vhf band (chs. 2-6) came last week from another quarter: Navy, for new development, reportedly wants additional space in upper end of vhf band, with eyes fixed particularly on area just below present government operations on 216-220 mc. This would encompass ch. 13.

B•T

GROWING importance of Hollywood as source of tv network programs is indicated by glimpse of preliminary fall schedule of ABC-TV. It shows 46 possible program series, including 35 Hollywood originations and 11 from East, with same ratio applying to 25 series which are sure: 19 originating in Hollywood to 6 in New York.

READY WITH ANSWERS • Members of FCC will be poised to comment on these current topics when they're on firing-line panel at NARTB convention in Chicago Wednesday morning: FCC-FTC liaison on false advertising and related question of proposed modified renewal forms for both radio and tv, now pending (page 66, B•T April 1); five-year licenses or longer; tv allocations, with particular reference to government and other demands for low-band vhf space; tall tower situation; status of various non-adjudicatory proceedings.

B•T

WHAT FCC members probably won't be willing to discuss, except as to broad issues, will be subscription tv, in light of its current pendency; adversary hearing cases in tv or otherwise, and Network Study Staff report due June 30. All commissioners except John C. Doerfer, now recuperating from an appendectomy performed March 29, plan to be present.

B•T

ANOTHER DAY • Comr. Doerfer's emergency appendectomy caused his FCC colleagues to postpone consideration last week of number of important issues. They were: subscription tv, Storer's Manchester, N. H., purchase and revision of radio and tv license renewal forms, which could open door to "censorship" discussions and whether FCC should require program "percentages" and spot breakdowns. Indications are these matters won't come up for another fortnight, since Chairman McConnaughey goes to Palm Beach, Fla., from Chicago this Thursday. Best guess is pay tv won't be up until about May 1.

B•T

LOOK for former FCC Comr. Frieda B. Hennock to show up in subscription tv picture, not as attorney but as investor and possibly franchise holder. She conferred last week with Pieter E. vanBeek, asst. to president of Zenith who has been masterminding campaign for Phonevision. Miss Hennock (now Mrs. William Simon) has practiced administrative law in Washington since her retirement from FCC, June 30, 1956.

B•T

OFF THE RECORD • Word in New York last week was that one preliminary draft of forthcoming House Antitrust Subcommittee report recommended Dept. of Justice study question whether networks should be divorced from record manufacturing and also from ownership in Broadcast Music Inc. Report of Antitrust subcommittee, which held lively hearings in New York last September, has been in preparation under utmost secrecy.

B•T

REGGIE SCHUEBEL, vice president in charge of broadcast media, Norman, Craig & Kummel, New York, is resigning to join Guild, Bascom & Bonfigli, in similar capacity. Miss Schuebel will head New York office of San Francisco agency.

B•T

NOT AGAIN! It looked for while as though there might be recurrence this summer of inter-city tv relay shortages which plagued tv networks ten years ago. Network officials feared that big traffic loads to be caused by delayed broadcasting due to DST scheduling would overtax AT&T facilities—resulting in substandard black-and-white transmissions and near-blanking of color.

B•T

FEAR of degraded summer service was based on threatened use of AT&T facilities which aren't equipped for top-grade tv relay. Word at week's end, however, was that AT&T was working out complicated re-routing plans to put most—if not all—tv service on quality relays.

B•T

TV AND FM • There's gadget in breadboard stage that would make any tv receiver do extra job—provide fm aural (88-108 mc) service as well as normal video programs. Capable of mass production at low cost, this device would be hitched between antenna lead-in and antenna connections on back of tv receiver. Installation would be easy for average viewer.

B•T

NARTB President Hal Fellows gives full credit to ABC for "breaking open" what he described as long overdue advantage of having top addresses at NARTB conventions on air. In pre-convention letter to Gene Accas, ABC-TV administrative vice president, Mr. Fellows expressed appreciation for ABC's "constructive move" in bringing about extensive coverage by both radio and tv.

B•T

TRAVELOGUE • Fresh from trip to South Africa, Frank J. Starzel, general manager of Associated Press, will make one of his rare public appearances in addressing Radio Pioneers' banquet Wednesday night in conjunction with NARTB convention in Chicago. Contacted by Clair R. McCollough, Radio Pioneers' president, in Johannesburg last week, Mr. Starzel arrives in New York Monday and leaves Tuesday for Chicago.

B•T

SONGWRITER - music publisher, also CBS Inc. stockholder, is threatening to stir BMI-ASCAP hornet's nest at CBS Inc. annual meeting April 17 as well as at RCA's May 7. Individual himself is involved in litigation with BMI and since issue of CBS and RCA-NBC interests in BMI are themselves lodged in courts, songwriter's tune at meetings—asking divorcement of networks from BMI—actually may become mere whistle in dark.

All-new surveys show again:

When the youngsters are away . . . Kansas City radios stay . . . with WHB

Let's look between 9 a.m. and 4 p.m. Monday through Friday—and *see* what happens to Kansas City radio listening when "all those teen-agers" are at school. WHB *continues* its domination! According to every major survey, everyone of the 140 quarter hours from 9 to 4 belongs overwhelmingly to WHB. This, mind you, when there are *no* teen-agers available. No wonder WHB carries regular schedules for virtually every major Kansas City food chain—including **A & P, Milgrams, Thriftway, A & G, Wolferman's** and **Kroger.** Let the Blair man tell you WHB's dramatic 9 to 4 story. Or, talk to General Manager **George W. Armstrong.** And while you're at it, get the *whole* day and night picture!

WHB *10,000 watts, 710 kc.*
KANSAS CITY

WHB—FIRST 140 OUT OF 140 QUARTER-HOURS BETWEEN 9 AND 4!

AREA NIELSEN. WHB in first place 140 out of 140 quarter-hours.

HOOPER. WHB in first place 140 out of 140 quarter-hours.

PULSE. WHB in first place 140 out of 140 quarter-hours.

WHB's share of Area Nielsen Total Station Audience: 46%.

The Storz Stations

WDGY Minneapolis-St. Paul
WHB Kansas City
WQAM Miami

Represented by John Blair & Co.

KOWH Omaha
WTIX New Orleans

Represented by Adam Young Inc.

at deadline

MBS TO GO MUSIC-NEWS-SPORTS

TOP command of MBS decided Friday to convert network programming to news-music-sports format, with de-emphasis of entertainment shows, about June 1. Plan was to be announced to Mutual affiliates meeting yesterday in Chicago.

Under new operation, network will broadcast five-minute news shows every half-hour. Those on hour will be service which stations may sell locally; those on half-hour will be reserved for network sale. Network intends to supply 7 a.m. to midnight service, seven days a week. Schedule, built around fixed newscasts, will also lean to public information shows, sports.

Earlier in week Thomas F. O'Neil, president of RKO Teleradio Pictures, parent of MBS, said publicly for first time that re-evaluation of MBS operations was underway and that change to service-type network might be made. Mr. O'Neil, addressing Akron meeting of stockholders of General Tire & Rubber Co., parent of RKO Teleradio, said 1957 outlook is bright for all RKO Teleradio divisions—except Mutual. Time has passed, he said, when radio networks can rely on extravaganza programs.

Decision to make change to news-music-sports format was made Friday by Mr. O'Neil and John B. Poor, MBS president. It had been under consideration since early this year [B•T, Feb. 4, Jan. 28].

MGM-TV Will Sell Parts Of Film Library on Request

DECISION to sell picture by picture its 700-odd feature film library to stations if they so desire expected to be made over weekend by MGM-TV Div. of Loew's (see page 52).

Problem for MGM-TV has been lack of booking facilities, few film exchanges, limited print output, etc., necessary for smaller market station negotiation and thus far had been aiming sales to top tv market outlets. Picture-by-picture selling would not preclude MGM-TV from grouping pictures but would establish "flexibility" in MGM-TV's sales policy. MGM-TV already has been grouping pictures to limited extent and has sold some packages on that basis. Picture-by-picture sale would be on non-exclusive basis—i. e., not permitted to tie up remainder of library in market.

Latest sale was to WNDU-TV South Bend, Ind., which for approximately $480,000, purchased 650 pictures of MGM-TV.

FCC to Scrutinize Spectrum Between 25 Mc and 890 Mc

FCC is going to take long look at allocations between 25 mc and 890 mc, it was announced Friday. Not unexpected, Commission said inquiry, "of a legislative fact-finding" type, is to obtain data to help with future allocations of many non-government services operating in that band. Comments requested by July 1, with hearing to be set at later date.

Band includes fm and tv broadcasting, plus auxiliary broadcast services, and marine, aeronautical, public safety, industrial, amateur, transportation, other services.

Commission said it wants to re-examine basic allocation policies in light of present and future needs. Among other things, Commission said, it wants to know of possible conflicts between government and non-government users. Also involved is information to assist in formulating U. S. position for 1959 Geneva international conference.

At same time it was learned above-890 mc hearing will begin May 6 or 13, with 11 broadcasters listed to testify, as well as such other groups as RETMA, National Community Television Assn., RCA, GE, etc. Broadcaster groups asking to testify include NARTB, Joint Council on Educational Tv, North Dakota Broadcasting Co., Peninsula Broadcasting Co., and Southern Regional Education Board. Hearings expected to run 30 days.

Military Spectrum Needs Cited By ODM's Gray to Sen. Potter

MILITARY services are finding it difficult to meet defense requirement with "limited" spectrum space now available, and situation will become more critical "as new technology now under development reaches the operational stage." These are latest words on military's march for more spectrum space [B•T, April 1] contained in April 2 letter from Defense Mobilizer Gordon Gray to Sen. Charles E. Potter (R-Mich.), made public Friday.

Mr. Gray's letter was response to Sen. Potter's questions regarding frequency utilization by government. ODM chief referred to last year's study initiated when FCC asked for more vhf space for tv and conclusion that national defense, air navigation and communications precluded release of government frequencies.

"The classified report which resulted from the study," Mr. Gray said, "pointed out that in addition to national security requirements the programs for guided missiles, radar networks, earth satellites and other defense necessities will continue to cause an ever increasing demand for radio frequencies. The report specifically noted that operation of modern weapon systems has become increasingly dependent upon a complex of communications and electronic devices requiring more and more frequency space dispersed throughout the spectrum."

Mr. Gray added that Dept. of Commerce pointed out continued availability of vhf for "far-flung" air navigation and communications contributes "significantly" to national security.

It was also learned military claims for more vhf space may be based on FCC's June 1956 report which indicated that move of all, or major portion of, tv to uhf may be best way out of vhf-uhf allocations dilemma. If that move is in wind military understood to feel bid for space should be made now.

Berkman-Laux Buys Approved

SALE of WBLK-AM-TV Clarksburg and WPAR-AM-FM Parkersburg, both W. Va., to WSTV-AM-FM-TV Steubenville, Ohio (Berkman-Laux and associates), for $250,000 approved Friday by FCC. Approval came following withdrawal of *Clarksburg Exponent-Telegram* protest of ch. 11 Clarksburg grant to Ohio Valley Broadcasting Co. and Ohio Valley's subsequent sale of stations to WSTV Inc. [B•T, March 25]. Case had been in litigation for three years.

• BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 40.

FORD'S $2.5 MILLION PLUM • Ford Motor and J. Walter Thompson Co., both Detroit, expected to announce this week details of new year-long network radio campaign to cost estimated $2.5 million. Decision as to which network will receive reportedly between CBS and MBS. Latter has been making auto radio audience studies.

NOXZEMA BUYING DOWN EAST • Noxzema Chemical Corp., (shaving cream) Baltimore, expected to make heavy use of early morning and weekend radio for 13-week period beginning April 22. Drive will be centered in ten northeastern markets.

IN GOOD HUMOR • Good Humor Corp. of New York, Brooklyn, to kick off 1957 campaign April 19 with one-week radio spot campaign, follow it up May 6 with eight-week tv spot drive, and add more radio as summer progresses. Initially drive will be placed in New York, Detroit, Chicago and New Haven areas. MacManus, John & Adams, N. Y., is agency.

TRYING ON SPOTS • Pharmaceuticals Inc., N. Y., (Zarumin) using radio spot announcements for first time as test in half dozen major markets. Ed Kletter Assoc., N. Y., is agency.

BAKER BUYS • Arnold Bakers, Port Chester, N. Y., today (Monday) launching three-week radio spot campaign in 20 northeast markets. Agency: Charles W. Hoyt Adv., N. Y.

ONE MORE FOR ABC • Revlon Products Inc. reported signed with ABC-TV as 52-week sponsor of new *Guy Mitchell Show* starting in fall. Cosmetic firm has not decided which products to advertise, but Emil Mogul Co., N. Y., probably will be billing agency.

CHEMSTRAND SALLIES BACK • Chemstrand Corp., out of tv since last fall, purchasing *Sally*, situation comedy film series with Joan Caulfield for next fall. Chemstrand (Acrilan synthetic fiber and nylon) handled by Doyle Dane Bernbach, N. Y. No network yet signed, but NBC-TV reportedly offering early Sunday evening spot.

P&T TO GRANT • Grant Adv., N. Y., expected this week to announce appointment by newly-expanded Park & Tilford toiletries and cosmetics division. Park & Tilford formerly was serviced by Emil Mogul Co., which had to resign account after P&T made known plans to enlarge its cosmetics line. Reason: conflict with Mogul's Revlon accounts. P&T, which picks up *Masquerade Party* on NBC-TV April 17 for Tintex Dyes (through Mogul), also reported scouting for weekly 30-minute show next sea-

SPORTS FOR VALCREAM • Chesebrough-Pond's Inc., N. Y. (Valcream), to sponsor five-

Continued on page 9

The Meredith Stations Present:

Hottest TV Property

in **4 key cities** accounting for nearly **3 billion dollars*** of U. S. retail sales!

MGM
Feature Films

Feature films are altering the program pattern of TV, we need hardly remind you! MGM Feature Films — the biggest and best "package" in the feature field, are now an exclusive with Meredith stations in 4 of the "class" markets in the U.S. — all in the top 25%. Do your clients know about the opportunity presented by this unusual combination? Availabilities going fast! Get in touch with your Meredith representative as soon as you can for details.

DOLLAR VOLUME OF METROPOLITAN COUNTY AREAS
Estimates, 1955, for TOTAL RETAIL SALES

AREA AND STATE	RANK IN GROUP	TOTAL RETAIL SALES	PERCENT
Total for United States (260 Markets)		$132,669,192,000	100.000%
Kansas City, Missouri	15	1,360,225,000	1.025
Phoenix, Arizona	51	525,567,000	.396
Omaha, Nebraska	55	502,402,000	.378
Syracuse, New York	57	475,635,000	.358
Total four cities		$2,863,829,000*	2.158%

MEREDITH RADIO and TELEVISION STATIONS
affiliated with Better Homes and Gardens and Successful Farming magazines

at deadline

'LUCY', GLEASON LOSE SLOTS NEXT FALL

NETWORK tv's hardiest hit, *I Love Lucy*, will not be back next fall in its half-hour form, and Jackie Gleason's show also will be replaced, CBS-TV officials confirmed at opening of convention of their affiliates Friday in Chicago (early story page 36).

Lucy, top-rated program for seven years on CBS-TV, may be seen in six or eight hour-long versions, but this still undetermined. One big problem: where to put these special shows. Re-runs of old *Lucy* shows may be carried, with American Dairy Assn. as possible sponsor but this still is in negotiation. Re-runs would not appear during prime evening time where *Lucy* is now.

Successor to *Lucy* in Monday 9-9:30 p.m. EST spot still unknown, but Mr. Gleason will give way to *Perry Mason* film show, Saturday, 8-9 p.m. Mason sponsorship not set yet. Mr. Gleason, still under contract to CBS, may appear in half dozen or so hour-long shows. But this also unset.

Another old timer going off is *Winky Dink*, to be replaced in Saturday 11-11:30 a.m. period, effective May 4, by *Susan's Show*, children's show.

Program changes, which also include plan to fill Saturday 9:30-10 p.m. next fall with *Have Gun, Will Travel*, film show, outlined by Hubbell Robinson Jr., executive vice president for network programs.

President Merle S. Jones told group that lack of flexibility in program scheduling and sales was a problem due to success. At start of selling season for next fall, he said, CBS-TV had only five evening half-hours available, compared to 29 for ABC-TV and 22½ for NBC-TV. William H. Hylan, vice president of sales administration, noted two competing advertisers—Procter & Gamble and Lever Bros.—are back to back Tuesday nights with *Phil Silvers Show* at 8 p.m. (P&G alternating with Camels) and *Ann Sothern* at 8:30 (Lever alternating with Shaeffer).

Storer's Miami Uhf Shuts Down; Equipment Sold to WPST-TV

THREE-year-old ch. 23 WGBS-TV Miami, George Storer's second uhf operation, closes down end of this week, April 13—with tower, land, equipment and studio facilities sold to newly-granted ch. 10 WPST-TV Miami, National Airlines outlet. Announcement made yesterday (Sunday). Understood price for all real estate and equipment, including 980 ft. tower, 31.5-acre transmitter site, in excess of $500,000.

Storer bought then Fort Lauderdale outlet, moved it to Miami in 1954. Station was primary NBC, but last summer affiliation went to ch. 7 WCKT (TV) Miami, owned jointly by Cox and Knight interests, with former NBC President Niles Trammell holding balance of interest. Ch. 4 WTVJ (TV) Miami is CBS.

WPST-TV purchase of ch. 23 facilities will permit operation to begin in June, three months earlier than planned, G. T. Baker, WPST-TV president, said. Mr. Baker also announced appointment of Francis C. McCall, chief of NBC-TV news and special events department, as general manager of ch. 10 outlet. Mr. McCall, former newspaperman, was head of NBC-Radio news and special events before shifting to tv.

Storer also owns ch. 27 KPTV (TV) Portland, Ore., but option to purchase is held by Detroit-Houston attorney-oilman George Haggarty who is also buying ch. 12 KLOR-TV that city [B•T, March 18]. KPTV holds NBC affiliation. Storer also owns five vhf stations, recently acquired WPFH (TV) Wilmington, Del., and WIBG-AM-FM Philadelphia, selling his WBRC-AM-TV Birmingham, Ala., to Radio Cincinnati Inc. (WKRC stations). Storer-owned WGBS Radio not included in Miami sale.

Meanwhile, East Coast Television Corp., one of unsuccessful applicants for Miami ch. 7, on Friday petitioned FCC to permit WCKT to continue operation only under "trusteeship" composed of all applicants in case. Last month U. S. appeals court returned case to FCC on ground Commission's 1956 grant to Cox-Knight-Trammell interests failed to penalize WCKT application for Mr. Trammell's consulting contract with NBC.

Ampex Expects Color Tape To Be Ready in 18 Months

AMPEX CORP. expects to complete prototype of color video tape recorder in "about 18 months," with inclusion of slow tape speed of 15 inches per second in color models, company announced Sunday in statement preceding NARTB convention in Chicago. It noted that "while Ampex has issued no assurance that present machine will be convertible to color, research is going on diligently."

Simultaneously, firm announced creation of new professional products division for production and sale of equipment for broadcasting and professional recording industries, effective May 1, selling direct from factory to customer.

On monochrome VTR, company claims "new and improved" synchronization transference methods which when incorporated into VR 1000 machines, control rollover in transition from studio, film or network to tape, along with reduction in effect of "dropouts" in tape, often described as primary problem [B•T, April 1].

Two Am Stations Sold

TWO radio station sales reported Friday. KGKB Tyler, Tex. (250 w on 1490 kc) sold by Lucille Lansing to Ron C. Litteral, former commercial manager, WAFB-TV Baton Rouge, La., for $150,000. Mrs. Lansing continues ownership of KLTV (TV) Tyler. Broker: Blackburn & Co. KTRC Santa Fe, N. M. (250 w on 1400 kc) sold by J. Gibbs Spring to Garfield C. Packard, former president-general manager, KICA-AM-TV Clovis, N. M. for $50,000. Broker: Hamilton, Stubblefield, Twining & Assoc.

NTA Net Increases 275%

NATIONAL Telefilm Assocs., New York, announced Friday that net income for six months ended Jan. 31, 1957, amounted to $508,631 or 77 cents per share, said to be 275% over previous six month figure of $135,813 or 20 cents per share. Exhibition contracts written by NTA in six month period were $7,173,892 as compared with $2,423,483 in same 1956 period.

PEOPLE

FRANK A. HELTON, account supervisor, Ruthrauff & Ryan, S. F., appointed a vice president and manager of San Francisco office, succeeding Ray Mount Rogers, who plans to devote part of his time to private interests, but who will also continue to serve R & R clients as consultant.

ROBERT GALLAGHER, presentation writer for CBS Radio Spot Sales, appointed sales promotion manager for WCBS New York, effective April 15.

FCC Will Consider Two Economic Protests

FCC Friday vacated its order of Wednesday which denied economic protests against two am grants [B•T, March 25] and set the protests for oral argument. FCC fortnight ago stated policy of not considering economic protests [B•T, March 25]. Protestants are KIKI Honolulu, against grant to Kaiser Hawaiian Village Radio Inc. (KHVH there), and KAMC Camden, against Southern Broadcasting Co. (KCLH that city).

Honolulu argument scheduled April 22; Camden date not set. Commission reversed itself on grounds protestants entitled to oral argument under Communications Act. It is understood action is a procedural move.

RCA Announces New Gear

RCA plans to make initial announcement today (Monday) at NARTB convention in Chicago of another advancement in image orthicon tv camera development—superdynode design 5820 (black and white) and 6474 (color). RCA claims new-type camera tube "improves picture quality, simplifies camera chain operations and lengthens life of tube."

Two Submit Tv Bids

APPLICATIONS for new tv stations filed at FCC Friday:

WGNI Wilmington, N. C., asked ch. 3 there. Majority of applicant owned by brothers J. S. and Leo Brody, who have individual interests in WFIG Sumter, S. C., and WLPM Suffolk, Va., respectively.

Greater Toledo Educational Tv Foundation Inc. applied for educational ch. 30 Toledo, Ohio. Toledo U. President Asa S. Knowles also heads the foundation.

SSC&B Revises Spot Forms

SULLIVAN, Stauffer, Colwell & Bayles, New York, to eliminate paper work, is doing away with regular contracts for spot campaigns, and instead for reps and stations will use insertion form or "broadcast order form" on back of which is printed regular Four A's facility contract. Method is similar to that William Esty Co. installed recently.

• BUSINESS BRIEFLY

Continued from page 7

minute sports-news program, three days a week, 7-7:05 p.m. on CBS Radio. Contract through Compton Adv., N. Y., is expected to start in late spring.

'LIFE' LOOKING • Life Magazine, regular spot advertiser in television, understood to be looking for a network show through Young & Rubicam, N. Y.

WANTS ANOTHER • Philip Morris, N. Y., (cigarettes) sponsor of new Mike Wallace show on ABC-TV, understood to be looking for another network show and is negotiating with all three networks through N. W. Ayer & Son, N. Y.

the week in brief

$26 MILLION IN STATIONS SOLD

WDAF-AM-TV on market for $10 million; WBRC-AM-TV, $6.3 million; KCOP (TV), $4 million; WDBO-AM-TV, $4 million. 31

NARTB CONVENTION UNDERWAY

More than 4,000 gather in Chicago for 35th annual sessions 33

What's doing and where at the convention 34-35

STANTON APPRAISES REGULATION

Tells affiliates that networks, cause of free broadcasting have progressed on government front in past year. Still work to be done, he warns 36

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*Reg. U. S. Patent Office

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WFRV-TV's
latest TV-Homes count

353,840

Authority: Television Magazine, March 1957

But, that's just one of the big figures which make WFRV-TV's expanded coverage one of the best of the better markets.

1,000,000 People
in our big circle. About one-third of the population of Wisconsin.

$1,000,000,000 Retail Sales

$250,000,000 Food Sales

$22,500,000 Drug Store Sales

Maximum power... New tower
. . . 1165 feet above average terrain. Highest antenna in 5 state area, and more and more reasons for tuning this station more often, and more regularly, deliver this Eastern one-third of Wisconsin at low cost.

HEADLEY-REED TV has facts and figures. A startling story of this highly industrialized, thickly populated, far-above-average market.

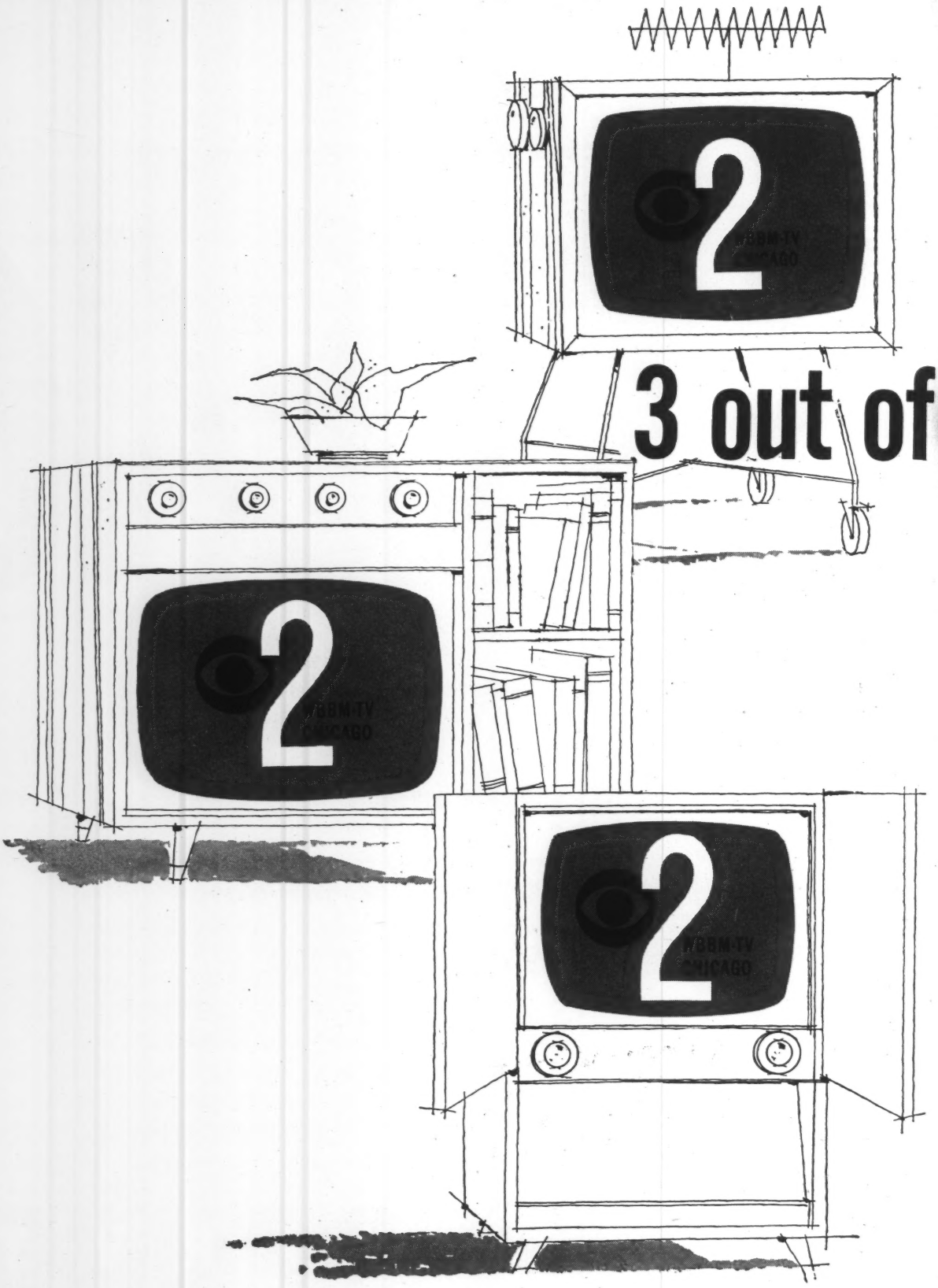
Soren F. Munkhof, Exec. V.P., Gen'l. Mgr.

A Big Station in a Big Market.

W F R V T V

Green Bay, Wisconsin

Basic ABC plus CBS

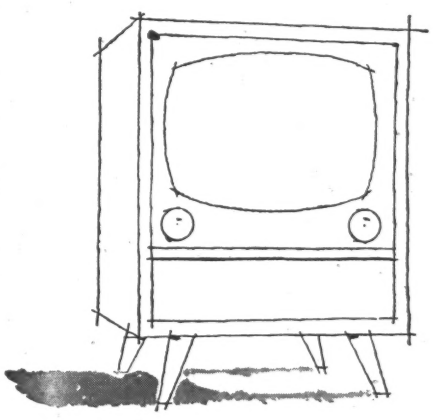

2
WBBM-TV
CHICAGO
3 out of 4

f 4...take 2 in Chicago

Chicagoland viewers have a station habit. It's WBBM-TV... Channel 2... leader in audience preference, in viewer loyalty.

An example of this habit occurred recently as President Eisenhower reported to Congress on the Middle East crisis. Chicago's three network stations carried this special telecast, simultaneously. Yet three out of every four viewers (71.3%) watched it on Channel 2... WBBM-TV.

Daytime, nighttime, weeklong – more sets are tuned to Channel 2 than any other. It's an old Chicagoland viewing habit. One that's sparked by Showmanship... the kind that turns your advertising into Salesmanship. The kind you find only on



WBBM-TV Channel 2

CHICAGO'S SHOWMANSHIP STATION

Represented by CBS Television Spot Sales
CBS Owned

Source: ARB of Chicago

Just in!
Seattle · San Diego
San Francisco
OUTRATES ALL COMPETITION
FIRST RATED TELECASTS
22.3 KING, Pulse 2/6/57
23.5 KFMB, Pulse 2/6/57
16.4 KPIX, Videodex 2/5/57

HAWKEYE
AND THE
LAST OF THE
MOHICANS
starring
John HART
Lon CHANEY

tpa
VISIT US
NARTB
CONRAD HILTON HOTEL
SUITE 532A, 533A, 534A

Television Programs of America, Inc.
488 Madison Ave., N. Y. 22 • PLaza 5-2100

CINDERELLA

"CINDERELLA" had everything—except a sense of humor. Richard Rodgers' score was fresh, original and easily remembered. The color was dazzling; the costuming sumptuous; the trappings lush; the orchestra full-bodied, and the cast—with the exception of "newcomer" Jon Cypher, whose prince was more wooden than charming—was generally superb.

The pedestrian trouble was with Oscar Hammerstein's book. Tv's "Cinderella" couldn't seem to make up its mind whether it was a 300-year-old fairy tale or a 90-minute *avant-garde* drama; the idea, for example, of having the fairy godmother behave as if she had just stepped out of Patrick Dennis' "Auntie Mame" (cigarette holder, decolletage and all) was an incongruous contrast with the rest of the enactments.

It was the lithe and lightsome Julie Andrews who saved this spectacular from tottering over the brink of tedium. If Rodgers & Hammerstein take "Cinderella" to the legitimate stage, with CBS underwriting the cost, they had better wait until Miss Andrews has ended her revels in "My Fair Lady." Without her, the pumpkin would stay a pumpkin.

Production costs: $450,000-$500,000

Sponsored by Shulton, Inc., through the Wesley Assoc., and Pepsi-Cola Co. through Kenyon & Eckhardt, both N. Y., on CBS-TV, Sunday, March 31, 8-9:30 p.m., EDT.

Producer: Richard Lewine; director: Ralph Nelson; sets & costumes: William and Jean Eckhart; books and lyrics: Oscar Hammerstein II; music: Richard Rodgers; orchestration: Robert Russell Bennett; conductor: Alfredo Antonini.

Cast: Julie Andrews, Howard Lindsay, Dorothy Stickney, Ilka Chase, Kaye Ballard, Alice Ghostley, Edith Adams and 43 others.

MARGE & GOWER CHAMPION SHOW

GOWER CHAMPION, male half of the celebrated dance team, got out of a wheelchair too late to save the premiere of the *Marge & Gower Champion Show*. The best thing about the program, which will alternate with *The Jack Benny Show* on CBS-TV Sundays was, as may have been anticipated, Jack Benny—but only by comparison.

Despite the talents of Mr. Benny and Dan Dailey as guest stars, the stanza was stranded between situation and musical comedy.

In the first show, Gower suffers a fractured toe (three weeks prior to the show he incurred the same injury in an actual auto accident) and a mental block that could affect his future dancing. Marge and others resort to debatable means of freeing him from depression throughout the skit. This is attempted partly by Buddy Rich, with song and dance bits which seemed leftovers from an unsuccessful Broadway stage vehicle. When this fails, Marge puts in hurried phone calls to Messrs. Benny and Dailey, the latter to perform a routine and arouse Gower's jealousy to the point of wanting to rise and dance.

Mr. Dailey doesn't dance at all, despite his opening crack to Gower ("what better way to help a man when he's flat on his back than to work with his wife") and Mr. Benny is only mildly humorous. There is a solo dance bit by Marge and a consoling song by Jack Whiting before the climax when Gower gets out of his wheelchair to hoof it. But it seemed to be too little, too late.

Writers Joe Connelly and Robert Mosher have done better as witness their sprightly dialogue for CBS Radio's *Amos 'n' Andy*. It may be that Mr. Gower's real-life accident prompted a too-fast script chore.

CBS-TV promised a flexible format, including shows with guest stars and "just a sprinkling of the dancing that made the Champions famous." They certainly are worthy of fresher material to show why they are champions.

Sponsored by American Tobacco Co. (Hit Parade Cigarettes), through BBDO, on CBS-TV, Sun., March 31, 7:30-8 p.m. EST.

Producer: Paul Harrison; director: James Sheldon; writers: Joe Connolly, Robert Mosher; music director: Dick Pribor; art director: Art Tyler Lee; packaged by J & M Productions.

Cast: Marge and Gower Champion, with guest stars Jack Benny, Dan Dailey, Jack Whiting and Buddy Rich.

THE GREAT SEBASTIANS

TWO old pros turned up on the tv boards last week to show a thing or two to any johnny-come-lately who might be watching.

With charm and deftness, Alfred Lunt and Lynn Fontanne turned *Producers' Showcase* into a showcase for their talents, and turned their Broadway production of "The Great Sebastians" into a delightful 90 minutes.

In the story of a mind-reading team caught behind the Iron Curtain, Lunt and Fontanne cajoled their way out of Communist hands by using all the artifice they had been employing for years in their somewhat specious mind-reading act.

As a portrayal of two deceivers whose deceit pays off, the play is actually a frothy bit of nonsense. But Messrs. Lindsay and Crouse knew what they were about when they originally wrote it as a vehicle for the Lunts. And never have two authors had any better support.

The Lunts had a wonderful time of it, playing to the hilt scenes showing backstage bickering, or the Sebastians constantly "playing to the crowd" even when their danger is real. When a showdown with the Communists is at hand, and the two face them honestly and with courage, the Lunts handled the switch to seriousness with ease.

A fine supporting cast included Akim Tamiroff as a blustering general.

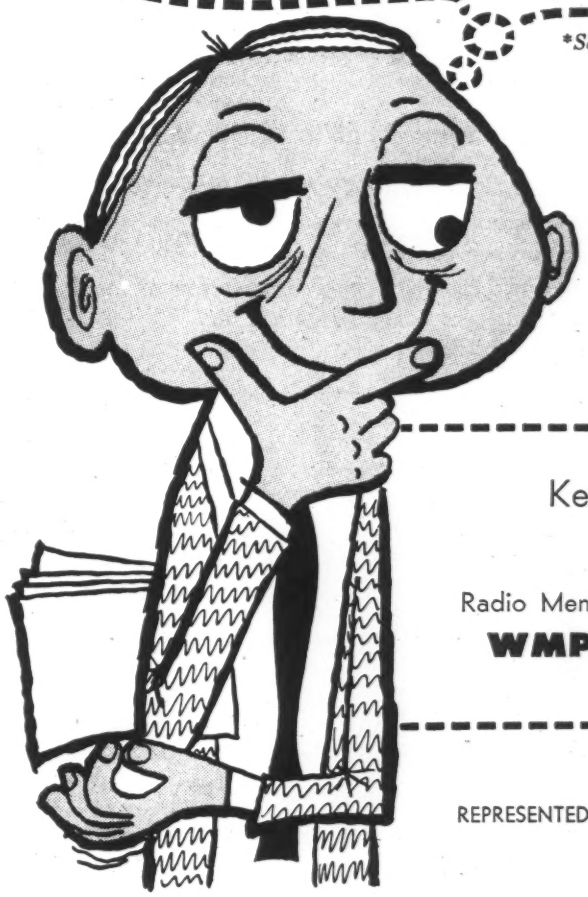
The whole production was a welcome relief from the current spate of neurotic

Ponder this!

Radio Baltimore

WCAO has:

823.33% more audience* than Station A
48.92% more audience* than Station B
1054.16% more audience* than Station C
1104.34% more audience* than Station D
714.70% more audience* than Station E
118.11% more audience* than Station F
77.56% more audience* than Station G
191.57% more audience* than Station H
489.36% more audience* than Station I
765.72% more audience* than Station J



*Source: January thru March, 1957, Hooper Radio Index.
Total rated time periods.*

Just released:

March, 1957 **Hooper Business Establishment Survey** shows

WCAO FIRST!

with from 173% to 959% more listeners than other Baltimore Stations

Keep your other eye on these
Plough, Inc. Stations:

Radio Memphis	Radio Boston	Radio Chicago
WMPS	**WCOP**	**WJJD**

REPRESENTED NATIONALLY BY **RADIO-TV REPRESENTATIVES, INC.**

Albert McLaughlin
KPTV
Portland, Oregon

Percy Hearle
WAGA-Radio-TV
Atlanta, Ga.

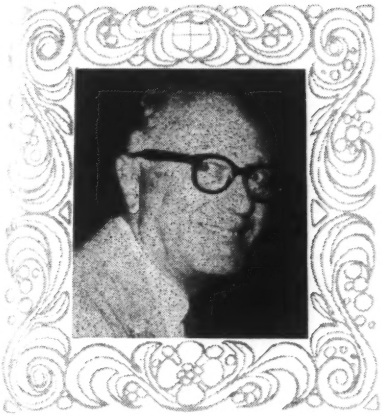
Lola Montez
WBRC-Radio-TV
Birmingham, Ala.

COMMUNITY PROJECTS

An integrated public service year-round activity based on specific community needs judged to be most important by the consensus of a carefully-selected cross section of local citizens

Elizabeth Wagner
WSPD-Radio-TV
Toledo, Ohio

Edward W. Pollock
WWVA
Wheeling, W. Va.



Don Butler
WGBS-Radio-TV
Miami, Florida

George Cushing
WJBK-Radio-TV
Detroit, Mich.

Maggi Wulff
WJW-Radio-TV
Cleveland, Ohio

Storer stations are local stations—and their public service begins at home. To make sure that each station effectively serves the particular needs of its community, the men and women shown here coordinate projects which representative religious, educational, business and civic leaders have deemed most important to the community. During the past year projects have ranged from a strong, continuing drive for highway safety to a unique "Junior Citizens" organization for young people.

The joint radio-television campaign in behalf of each project is created with the same care given commercial accounts.

STORER BROADCASTING COMPANY

WSPD-TV	WJW-TV	WJBK-TV	WAGA-TV	WBRC-TV	KPTV	WGBS-TV
Toledo, Ohio	Cleveland, Ohio	Detroit, Mich.	Atlanta, Ga,	Birmingham, Ala.	Portland, Ore.	Miami, Fla.

WSPD	WJW	WJBK	WAGA	WBRC	WWVA	WGBS
Toledo, Ohio	Cleveland, Ohio	Detroit, Mich.	Atlanta, Ga.	Birmingham, Ala.	Wheeling, W. Va.	Miami, Fla.

STORER BROADCASTING COMPANY

SALES OFFICES
NEW YORK—625 Madison Avenue, New York 22
CHICAGO—230 N. Michigan Avenue, Chicago 1, Franklin 2-6498
SAN FRANCISCO—111 Sutter Street, San Francisco, Sutter 1-8689

IN REVIEW

drama. For the producers, it must have been a pleasure to relax and just focus the cameras on all that talent.

Estimated production costs: $200,000.

Sponsored by RCA and Whirlpool-Seeger Corp., both through Kenyon & Eckhardt; John Hancock Mutual Life Ins. Co., through McCann Erickson, on NBC-TV April 1 8-9:30 p.m., EST on Producers' Showcase *series*

Authors: Howard Lindsay and Russel Crouse (who adapted their own play)

Executive producer: Mort Abrahams; director: Franklin Schaffner; associate producer: Leo Davis; associate director: Dean Whitmore; NBC program supervisor: Joseph Cunneff; production supervisor: Shelley Hull; set designer: Trew Hocker; music director: George Bassman.

THE SPIKE JONES SHOW

THE mad maestro is now in mufti—no more crazy checked suits with five-foot shoulders. And he plays some of his music straight, delightfully so. But the magnificent Jones face happily is the same. And the music of "the band that plays for fun" is as much fun as ever to hear and see.

The new show is more moderate in tone. Comic numbers alternate with mood songs by Helen Grayco, with guests such as Gordon MacRae, or with—and this was the triumph of the opening program—a quartet of pianos in "18th Century Drawing Room." Finger work and camera work both were striking here. The sequence opened on a beautiful blond pianist and the other three joined her one by one, their pianos in a straight line down the screen. Last to chime in was comic Mousie Garner who usually plays like a lovable maniac.

It's nice to know the boys and girls consider their work "fun," and they succeed in conveying that spirit to the viewer. The "Live Modern" period-piece commercials of L&M are fun too.

Estimated production cost: $35,000

Sponsored by Liggett & Myers (L&M cigarettes), through Dancer-Fitzgerald-Sample, on CBS-TV Tues., 10:30-11 p.m. EST.

Producers: Tom Waldman and Dik Darley; director; Dik Darley; writer Tom Waldman.

BOOKS

VIVA MADISON AVENUE, by George Panetta, Harcourt, Bruce & Co., 383 Madison Ave., New York, 250 pp. $3.95.

GEORGE PANETTA, a copywriter at Young & Rubicam, has written a validly funny book of sweaty charm that tells few lies in its racy pursuit of a particular truth. "Viva Madison Avenue" is the adventure story of two Mulberry Street quixotes—Caruso and Caputo—in the court of the "Anglo-Saxons" of the Advertising Persuasion. Crushed but inconquerable and curiously in love with the mills of wind they tilt against, the pair play out a libretto that is, in its gamy-lovely way, as subversive as an unhappy ending and as American as a dirty sock. George Panetta is no "copy" writer; he is an original.

OPEN MIKE

Likes The Texan Way

EDITOR:

Thank you for reprints of your article on Texas [TEXAS MARKET STUDY, July 23, 1956]. If you will permit me to borrow a superlative from the article, "pardon the superlative" but this is a terrific job.

As a matter of fact, I have marked a number of paragraphs and sent the article along to my good friend, Charles P. Taft, mayor of Cincinnati. Cities like Cincinnati can certainly learn some things from these newer Texas cities which are starting afresh and very much on the muscle.

James M. Nelson
Vice President
The Ralph H. Jones Co., Adv.
Cincinnati

Cheesecake & a 'Charlotte-Ruse'

EDITOR:

You recall in B•T Feb. 25 the cartoon regarding *Aunt Fannie's Kitchen Show* with studio directors remonstrating: "No, Fannie! That's not the kind of cheesecake meant!"

It so impressed Howard O. Peterson (general manager) that he showed it to our *Kansas Kitchen* hostess, Charlotte Briscoe, and suggested she bake a special B•T cheesecake. She did. The response for recipes was terrific.

At any rate, Pete (center), Charlotte and I reenacted the cartoon, but with a reverse

twist. We liked the reaction to the cheesecake—recipe, that is—and were telling Charlotte so when this was taken.

M. Dale Larsen
Promotion Director
KTVH (TV) Wichita, Kan.

Actress' Eye on Business Side

EDITOR:

Sometime in 1956 you published an article on how to start a radio station. My husband loaned it to others and . . . in the course of this friendly circulation, the piece has been misplaced. I would be grateful if another copy could be sent.

I share my husband's enthusiasm for your exceptional publication. I think it must be as invaluable to me as an actress as it is to those associated with all the other fields and aspects of television and radio.

Betty Nelson,
Beverly Hills, Calif.

[Editor's Note: Reprint of the article "Madison Ave. to Main Street" [B•T, May 14, 1956] is en-route].

and now... Faron Young!

in the

SESAC

Transcribed Library

these inspired selections by Faron Young backed by the Anita Kerr Singers are now available in the Sesac Transcribed Library

"I'll Fly Away"*
"Suppertime"
"How Long Has It Been"*
"Overshadowed"
"Mansion Over the Hilltop"*
"Travelling On"
"Shrine of St. Cecilia"*
"Beautiful Garden of Prayer"
"What Can He Do"
"Now I Belong to Jesus"
"The Beautiful City"
"I Know Who Holds Tomorrow"
"The Love of God"
"All the Way"
"I'm Climbing Up the Mountain"
"I Won't Have to Cross Jordan Alone"
"He Knows Just What I Need"
"My Home Sweet Home"
"Hide Me Rock of Ages"
"Peace Like a River"

* Faron Young, an exclusive Capitol Records artist, can be heard singing these Sesac selections on a soon to be released Capitol album, as well as on Capitol's single recording #3696 of the "Shrine of Saint Cecilia"—all from the Sesac repertory.

SEE SESAC during the NARTB Convention, April 7-11, 1957

Suite Numbers 524A-526A—The Conrad Hilton Hotel, Chicago

ATTENTION: Program Managers, Program Directors, Music Librarians and Dee Jays, if you haven't received "and now—Faron Young," Sesac's free album of audition material, stop in for your disc during the NARTB Convention. If unable to attend, write us for your disc directly.

SESAC

THE BEST MUSIC SESAC IN AMERICA

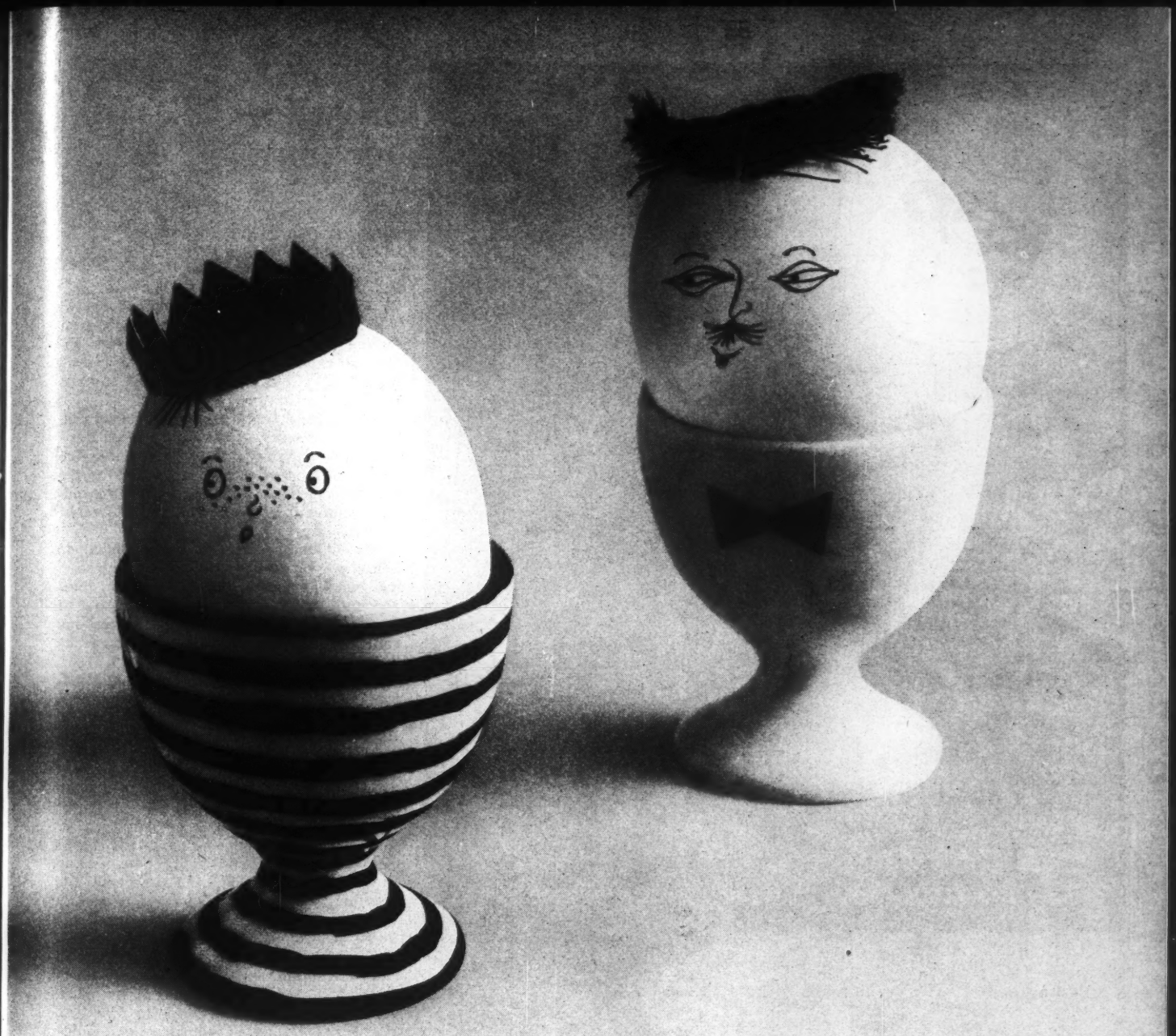
The Coliseum Tower
10 Columbus Circle
New York 19, N. Y.

Portrait of the American Family

There's a measure of egghead in most of us. As a nation we seek knowledge. And we make heroes out of our best knowers—like Charles Van Doren.

For the first time, a television network has worked out a way to serve the direct interests of knowledge-seekers. NBC, in cooperation with the Educational Television and Radio Center of Ann Arbor, now televises live programming expressly for the nation's educational channels. Programs on American literature, music, mathematics, government and world geography are being specially produced—on a scale that would not be possible for individual educational channels.

Jack Gould of *The New York Times* says of this unprecedented development: "...A major network and the education world are learning to work in harness... A significant gain..." Dr. Herman Wells, President of the University of Indiana,



calls it ". . . one of the boldest and most forward steps yet taken by television on behalf of our schools and colleges. I salute NBC for this fine public service."

Throughout the year the NBC network schedule is also studded with a wide range of informational, cultural and inspirational programs... like the *Project 20 Events, The NBC Opera Company, Wide, Wide World, Meet the Press, Frontiers of Faith, Youth Wants to Know, Mr. Wizard* and *Zoo Parade.*

This type of programming is the result, in large measure, of the advertiser support given NBC for its top-rated daytime line-up and its evening commercial hits.

NBC Television Network

5000 Watts Daytime

WXLW

950 KC
Indianapolis, Ind.

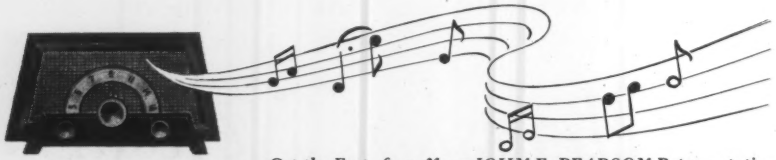
From Dawn to Dusk, WXLW serenades Indianapolis and surrounding area of 100 miles with music and up-to-the minute news. "Day In, Day Out"—All Day, Every Day this high income, rapidly growing market is "hep" to WXLW . . . and your sales message. Spin a "commercial" platter and poll your results . . . a real hit!

5000 Watts Full Time

KSO

1460 KC
Des Moines, Iowa

In Iowa, it's KSO, the most powerful independent! Programming always popular music, news and sports, KSO holds its listeners' attention and puts them "In the Mood" for your sales message. Financially capable buyers *will* respond. Give KSO a spin—your response will show a "hit"!



Get the Facts from Your JOHN E. PEARSON Representative

ON ALL ACCOUNTS

Robert D. Colburn

A RADIO-TV department is a "necessity" for the medium-sized agency intent on serving the highly-accelerated farm and industrial expansion in the "new Midwest," Robert D. Colburn, radio-tv director of W. D. Lyon Co., believes.

"In almost every instance," he points out, "the requirements of growing Midwest business and manufacturing are too large for the smaller agencies and too small for the 'giants.' Agencies geared for these expanding manufacturers are providing the greatest service."

Mr. Colburn seems highly qualified to help the Lyon agency provide just such service, handling several key regional and local accounts, which use radio and/or tv, out of Lyon's Sioux City office. His background runs the gamut of radio-tv station and agency experience.

From speech, English and debate in college to a media career—that's the path traveled by Bob Colburn, a native of St. Paul, Minn., where he was born on June 28, 1926. He attended several grade schools and Roosevelt High in Minneapolis before joining the Navy in 1944 to become a petty officer third class in gun fire control.

IN 1946 young Colburn attended Gustavus Adolphus College in St. Paul, majoring in speech, English, debate and dramatics and courting the former Dorothy Anderson, whom he married. After being graduated in 1950 he joined KSUM Fairmont, Minn., in the summer of 1951 becoming active in sales and serving as program director. When WTCN-TV Minneapolis began operation in September 1953, he was appointed production manager and helped coordinate sales, and write and direct programs.

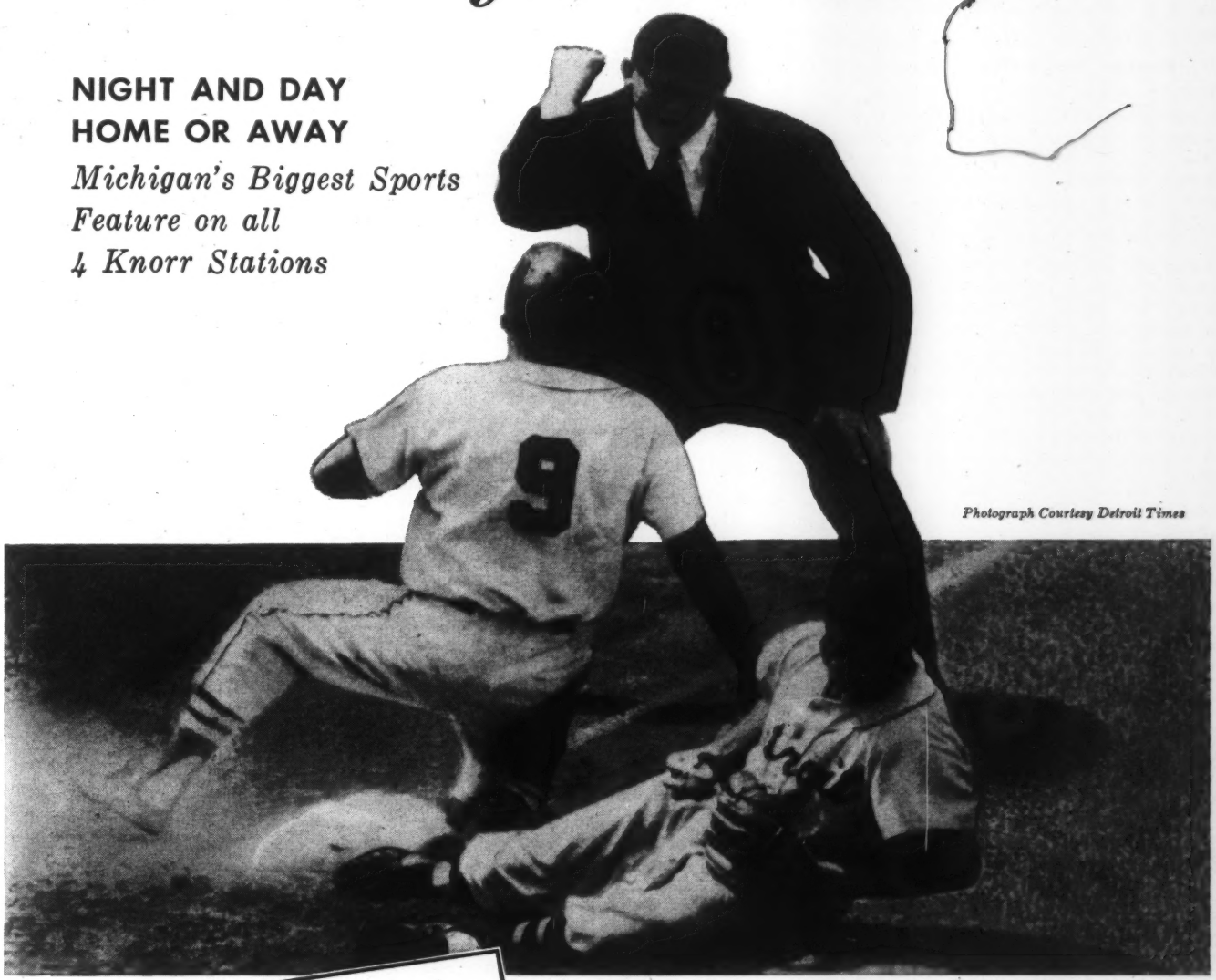
Mr. Colburn switched to the agency field in 1954, becoming radio-tv director of Amundson-Bolstein Inc., Sioux City. In mid-1956 he moved into a similar position at W. D. Lyon Co., which headquarters in Cedar Rapids. Among accounts handled by Mr. Colburn are Hometown Dairies (both radio and tv), Iowa Dairy Industry Commission (both), Kent Feeds (both), United-Hagie Hybrids Inc. (national account using radio), Whink Products Inc. (radio), Ames In-Cross Inc. (radio-tv), Kay-Dee Mineral Blocks (both), the Council Oak Stores Chain (both), and Wells Blue Bunny Co. Ice Cream (both). Lyon agency also handles the Cowles Broadcasting Co. and Collins Radio accounts. Among its more notable client success stories is that of Kent Feeds with western music shows on both radio and television.

Mr. Colburn enjoys golf and handball and belongs to the Sioux City Advertising Club. The Colburns have two children—Timothy 5 and Kimberly 3—and live in Sioux City.

Your Key to Greater Sales In The Great Michigan Market!

WKMH...*key station for Detroit Tiger Baseball!*

NIGHT AND DAY
HOME OR AWAY
Michigan's Biggest Sports Feature on all 4 Knorr Stations



Photograph Courtesy Detroit Times

SAVE up to 15%
by Buying 2 or More of these Powerful Stations

WKMH	WKMF	WKHM	WSAM
Dearborn-Detroit	Flint, Mich.	Jackson, Mich.	Saginaw, Mich.

BUY ALL 4 STATIONS.....SAVE 15%
BUY ANY 3 STATIONS.....SAVE 10%
BUY ANY 2 STATIONS.....SAVE 5%

WKMH Dearborn Detroit
5000 WATTS
FRED A. KNORR, Pres. JOHN CARROLL, Mg. Director
Represented by Headley-Reed

WKMH RADIO HUB OF THE MOTOR CITY

KNORR BROADCASTING CORP.

Educational Kits Sent to Stations

THE Advertising Council, New York, announced that radio and television kits have been sent to stations and networks for "The Higher Education Campaign" which is running this month in cooperation with the council for financial aid to education. The campaign is designed to raise funds for colleges and universities from the public, business, alumni, labor and religious institutions. Materials for the campaign were created by N. W. Ayer & Son, voluntary agency on the project.

Tv Mention Brings Quick Action

WHEN Chuck Zink of WTVJ (TV) Miami, Fla., mentioned on his children's show that the television sets at the National Children's Cardiac Hospital needed repairs, 20 phone calls were received within an hour. By that evening, the seven sets were repaired.

WRCV-AM-TV Boosts Shots

IN LINE with a policy of devoting one week a month to a community project, WRCV-AM-TV Philadelphia last month devoted their facilities to promoting Salk vaccinations for the 20-40 age group. The stations distributed literature, set up stations for administering shots, and devoted WRCV-TV's *Human Body* program to a report on the vaccine. On the program the stations were cited by the county medical society for their efforts.

Request Filled by WBT

WHEN a note was received from an invalid asking if any listener had an extra radio he could spare, WBT Charlotte, N. C., responded immediately. A request aired on the Fletcher Austin show brought a dozen phone calls, and the station delivered the radio the same day.

RECORDED copies of radio and filmed documentaries of the great 1937 Louisville, Ky., flood made last month by WHAS-AM-TV that city were presented to the Filson Club, an organization for collecting, preserving and publishing historical material especially about Kentucky, and to the Louisville Public Library. William Small (r), WHAS news director, presents a tape of the radio documentary to Miss Mary Verhoeff, Filson Club vice president, and a copy of the filmed tv documentary to Clarence Graham, Louisville library director.

SPOT RADIO delivers

SUMMERTIME IS
EXTRA LISTENING TIME
• 44% take radio to beach, park or picnic ground
• 72% have radios in use.
(Source: RAB-Pulse survey, summer 1956)

Photos by Ewing Galloway

THE VISUAL ABOVE is one of a series comprising "Spot Radio —1957"; a concise 20-minute slide presentation marshaling basic media facts around which outstandingly successful sales-strategy has been planned. This study has already aroused the enthusiasm of key marketing men in America's advertising centers. If the executives who shape your advertising plans have not yet seen it, ask your Blair man to arrange for a showing soon.

EXTRA selling-power in summer

and these major-market stations have developed program-services that increase summer listening

It's wise to make summer plans early. Especially if you're an advertiser.

In summer, many media decline in effectiveness. Yet Spot Radio gains strength.

Wherever they ARE Americans want radio. In the past ten years, they have proved that point by purchasing 139,174,000 radio sets.

Wherever they GO Americans want radio. Proof: Out of those millions of sets, 66,959,000 are mobile radios—either auto-sets or portable sets. Result: Today most families have one or more radios that go wherever the family goes.

Summer plans depend on weather. And Spot Radio (another name for Local Radio) keeps listeners weather-wise.

Summer plans include travel. Road conditions must be checked. Spot Radio provides accurate information on roads and traffic.

This vital on-the-spot service is the exclusive province of Spot Radio. No other medium can match its up-to-the-minute timeliness.

The unique way in which Spot Radio serves America is no accident. In the years when television changed listening habits, certain major-market stations were studying listener-service minutely. Out of these studies came local-interest programming—the solid foundation of radio's strength and vitality today.

Over forty stations in these major markets are represented by John Blair & Company—by far the strongest group of stations and markets served by one representative firm.

So, in planning your media strategy for the months ahead, the man to see is your John Blair man. In many of your most important markets, his station can best help you take full advantage of Spot Radio's sales effectiveness in summer-time—or any time.

JOHN BLAIR & COMPANY

JOHN BLAIR & COMPANY

OFFICES: NEW YORK • CHICAGO • BOSTON • DETROIT • ST. LOUIS
ATLANTA • DALLAS • LOS ANGELES • SAN FRANCISCO • SEATTLE

Exclusive National Representatives for

New York.....WABC	Minneapolis-St. Paul...WDGY	Birmingham.....WAPI	Wheeling.....WWVA
Chicago.....WLS	Providence.....WPRO	Columbus.....WBNS	Nashville.....WSM
Philadelphia.....WFIL	Seattle.....KING	San Antonio.....KTSA	Binghamton.....WNBF
Detroit.....WXYZ	Houston.....KTRH	Tampa.....WFLA	Fresno.....KFRE
Boston.....WHDH	Cincinnati.....WCPO	Albany-Schenectady-Troy.....WTRY	Wichita.....KFH
San Francisco.....KGO	Kansas City.....WHB	Memphis.....WMC	Tulsa.....KRMG
Pittsburgh.....WWSW	Miami.....WQAM	Phoenix.....KOY	Orlando.....WDBO
St. Louis.....KXOK	New Orleans.....WDSU	Omaha.....WOW	Savannah.....WSAV
Washington.....WWDC	Portland, Ore.....KGW	Jacksonville.....WJAX	Wichita Falls-Amarillo.....KWFT-KLYN
Baltimore.....WFBR	Louisville.....WKLO	Knoxville.....WNOX	Bismarck.....KFYR
Dallas-Ft. Worth.....KLIF-KFJZ	Indianapolis.....WIBC		

Now Nielsen's NCS#2 Confirms Individual City Ratings:

Only 3 STATIONS

are POWERFUL enough and POPULAR enough to cover ALL 3 MAJOR MARKETS of Southern California . . . LOS ANGELES, SAN DIEGO, SAN BERNARDINO.

Of this top trio KBIG is

- √ the only independent
- √ the least expensive
- √ second in cost-per-thousand
- √ third in total audience in Los Angeles, San Diego, Orange, San Bernardino and Riverside counties.

Any KBIG or Weed man would like to show you the documents.

JOHN POOLE BROADCASTING CO.
6540 Sunset Blvd., Los Angeles 28, California
Telephone: HOllywood 3-3205
Nat. Rep. WEED and Company

OUR RESPECTS

to Norman Earl Cash

LOOKING at him and listening to him talk, one would never think—indeed, it sounds silly to say—that Pete Cash once had the job of clearing time for programs that were (1) entirely sustaining and (2) on radio.

For Pete Cash yields to no man in his earnest advocacy of commercial television as the force which, more than any other advertising medium, keeps the goods moving, sparks the national economy, and, to the extent that they are necessary at all, pays for the sustainers.

As the president of the Television Bureau of Advertising he is paid to think and preach television. But there is no trace of paid evangelism about him when he says, as he does to advertisers and agencies countless times each week, that "there is no escaping the fact—television in 1957 is THE basic medium. All others just have to be secondary."

At the slip of a slide rule he will cite statistics to prove his point: In terms of advertising investment (over $1.2 billion in 1956), audience (36,350,000 homes per day), amount of time spent (6 hours 4 minutes of viewing per day per tv home as of January, 1957), or sales effectiveness (seemingly endless success stories of advertisers who doubled, tripled, quadrupled their sales via tv)—any way you look at it, television tops all the rest.

To paraphrase the title of a popular Broadway play, as TvB does in one of its basic presentations, Pete Cash regards television as "'A Most Welcome Fella'—welcome to advertisers and welcome to consumers."

Norman Earl (Pete) Cash—the origin of the "Pete" is lost in such antiquity as can develop in 38 years—was born July 22, 1918, in Hartsdale, N. Y., but grew up in New York City. His parents were William F., now deceased, and Elsa Cash.

While a student at New York U., he also was "on Wall Street"—from runner to junior customer's man. In his spare time he was a director of the Fort Hill Players, a Little Theater group which indirectly led him into broadcasting. His work with the Players caught the eye of an NBC salesman who, in 1939, enticed him to abandon Wall Street, where he was making $28 a week, to become an NBC page at $16 (a lot of Wall Street men had come down farther, in those days).

After eight months as a page he moved into program production, but not, he is pleased to recall, until after he had "discovered" a young singer named Gordon MacRae among the Fort Hill Players and had succeeded in luring him into the ranks of NBC pages.

THEN World War II intervened, and between 1941 and 1945 he "inspected foreign scenery" and picked up, in Italy, a battlefield commission, a purple heart for wounds received in battle, and a Silver Star for gallantry.

In 1945 he rejoined NBC as a salesman with the radio recording division, then switched to station relations when radio recording was made an operation of RCA. In station relations, about 1947, he won the assignment that seems so out of character today: He was put in charge of clearing sustaining programs for the NBC radio network. He survived this ignominy, however, and in 1950 was made director of station relations for NBC.

In November 1951 he left to join WLW Cincinnati as assistant general sales manager. His salesmanship not only raised him to general sales manager three months later but also, in time, brought other offers. In the fall of 1953 he moved to ABC as assistant sales manager and subsequently eastern sales manager for the radio network, the post he gave up to become station relations director for TvB when the bureau opened in January 1955.

He was stepped up to vice president in November 1955 and took over as president when Oliver Treyz left that post to return to ABC last October. During his stewardship as station relations chief TvB's membership grew to 197, and now has reached the 239 mark.

Mr. Cash was married Sept. 12, 1942, to Jane Macdonald. They live in Scarsdale, N. Y., where he enjoys his No. 1 hobby—his family—and occasionally sneaks in a round of golf. The little Cashes are Camilla Jane, Deborah Ann, and Jeffrey Macdonald. On rare occasions he is able to combine his No. 1 and 2 pasttimes by taking the family fishing at Cape Cod.

Mr. Cash is on the board of directors of Advertising Federation of America and a member of Television Pioneers, the Radio & Television Executives Society, and an organization called the Columbia County Assn. in New York, for which he is eligible through ownership of a farm in that upstate New York county.

NEW!

FROM

ZIV Television

★ A FAMOUS PROPERTY!

★ THE FAMOUS STAR
who fits the famous property!

★ DRAMATIC IMPACT
that delivers a

BIG UPSWING IN RATINGS!

SEE NEXT PAGE

ZIV's THRILLING *NEW, ALL-NEW*

- HIGH-TENSION THRILLS!
- EXPLOSIVE SUSPENSE!
- BREATH-TAKING ADVENTURE!

"The NEW Adventures of MARTIN KANE"

Starring

WILLIAM GARGAN

. . . to the viewing public he IS Martin Kane!

MARTIN KANE'S CREDO:

"I WORK WITH THE POLICE - NOT AGAINST THEM!"

Side by side with Scotland Yard, the French Surete, the police of all the Continent, this resourceful American Private Investigator pursues law-breakers all over the continent.

VISIT ZIV'S CONVENTION EXHIBIT,
APRIL 7-11
ROOMS 556-57
CONRAD HILTON HOTEL, CHICAGO

MYSTERY-ADVENTURE SERIES...

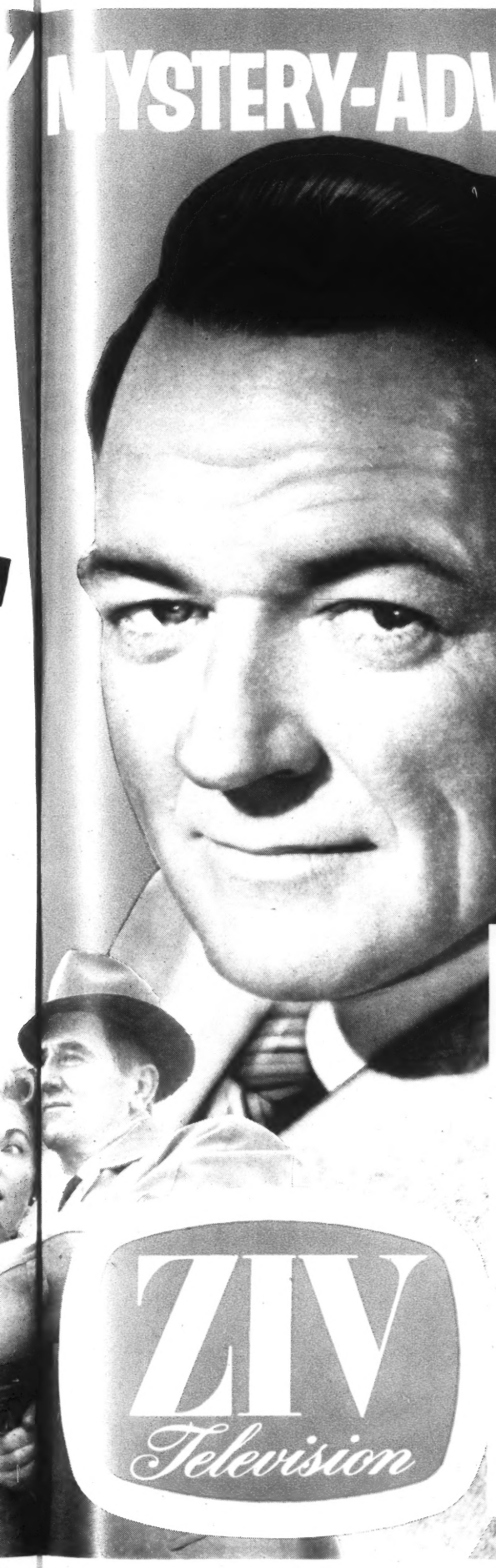
FLASH!

ALREADY BOUGHT BY

- ANHEUSER-BUSCH in 7 markets
- STROH'S BEER
- DREWRYS BEER
- PROGRESS BEER
- HUMPTY DUMPTY Supermarkets
- FALSTAFF BEER

and stations:

- KERO-TV in Bakersfield
- WTVY in Dothan
- KTTV in Los Angeles
- KPHO-TV in Phoenix
- KOA-TV in Denver



FILMED *ON LOCATION* IN COLORFUL FOREIGN COUNTRIES!

Double-cross in
AMSTERDAM!

Suspense in
LONDON!

Mystery in
PARIS!

Danger in
MADRID!

ZIV Television

$1,500 REWARD!!!

...if you can find stations in the U. S. that dominate their markets as KWKH does in the Shreveport area...

WHEN the new NCS #2 Study was released we were extremely happy to see how completely KWKH dominates its market in *both* home-county coverage *and* total coverage as compared with any other radio station in Shreveport.

In fact, it seemed possible to us that our margin of superiority over our nearest competitor was greater than that of any station in the U. S.

After a special check with A. C. Nielsen Company, however, we find that three U. S. stations nose us out. CAN YOU FIND THEM? If so, you can win yourself a total of $1,500.00 *cash—or $500.00 for each of the three!*

THIS IS NO GIMMICK . . . It is an announcement of a legitimate contest. If you are a timebuyer, account executive, or other employee of an accredited advertising agency, you can win $500.00, $1,000.00, or $1,500.00 *right now!*

HOW TO CALCULATE A WINNER!

Use only Nielsen Coverage Service No. 2, Spring, 1956. Comparisons will be made on the basis of "Weekly Coverage" figures listed under "Homes Reached" in Table A.

a. Using these figures, determine KWKH's home-county coverage (Caddo County) and divide it by the corresponding home-county coverage figure of KWKH's nearest competitor. This will give you a home-county comparative quotient.

b. In a corresponding manner use the "Station Total" figures under "Homes Reached" for KWKH, and divide it by "Station Total" figures of the same competitive station. This will produce your second quotient.

c. Now select any other market and stations of your choice, and use the same procedure. If you find *both quotients* greater than the KWKH quotients, you have found one of the three winners.

CONTEST RULES:

1. This offer applies only to multiple-station markets (three or more stations). The station proposed must be compared only with other stations officially located *in the same county.*
2. It applies only to stations within Continental U. S.
3. Only one award will be made for any one correct entry. Postmarks will determine earliest entry in case of duplications.
4. In submitting entries, the name of the station together with the supporting figures from the Nielsen NCS No. 2 are required. Entries must be mailed to Henry Clay, Station KWKH, Shreveport, Louisiana.
5. This contest is open only to timebuyers and other personnel of recognized advertising agencies.

FOR FURTHER INFORMATION OR PARTICULARS, PLEASE CONTACT YOUR NEAREST BRANHAM OFFICE.

KWKH

A Shreveport Times Station

TEXAS
SHREVEPORT, LOUISIANA
ARKANSAS

50,000 Watts • CBS Radio

The Branham Co. *Representatives*

Henry Clay *General Manager*

Fred Watkins *Commercial Manager*

BROADCASTING
TELECASTING

Vol. 51, No. 14 APRIL 8, 1957

THE WEEK'S RECEIPTS: $26 MILLION

- **Bearish sales spurt sees 11 stations in the marketplace**
- **WDAF-AM-TV goes on block, looks for buyer with $10 million**
- **Worth mention: $6 million in Birmingham, $4 million in L. A.**

RADIO-TV station sales reached a crescendo last week, involving 11 properties and $26 million.

Leading the spurt in major sales was the "for sale" sign on the *Kansas City Star's* WDAF-AM-TV Kansas City for a figure of more than $10 million. Others: the WBRC-AM-TV Birmingham sale to Hulburt Taft Jr.'s Radio Cincinnati Inc. for $6,350,000; the KCOP (TV) Los Angeles agreement in principle to sell to Kenyon Brown-Bing Crosby group for $4 million; the WDBO-AM-TV Orlando, Fla., sale to William S. Cherry Jr. and associates for $3 million; sale of WTVD (TV) Durham, N. C., to Lowell Thomas and group for $1,625,000, and the sale of 80% of WAPA-TV San Juan, P. R., to WTOB-AM-TV Winston-Salem, N. C., interest for $360,000.

Also involved in sales last week: WJHP Jacksonville, Fla.; WPEO Peoria, Ill.; WONN Lakeland, Fla.; WTRL Bradenton, Fla., and KCLN Clinton, Iowa.

WDAF-AM-TV: $10 MILLION

ANOTHER possible "record" stations sale —WDAF-AM-TV, pioneer stations owned by the *Kansas City Star*—loomed last week with the disclosure that the stations are "available." While no mention was made either of the prospective purchaser or of the amount, B•T ascertained that the stations would be sold under proper conditions and that the price being talked is in "excess of $10 million."

H. Dean Fitzer, managing director of the stations, contacted by B•T in Kansas City, confirmed the report that "preliminary conversations" are underway and said overtures have been made for the station properties—both NBC outlets. He indicated that under appropriate conditions, the station ownership, made up of executives and employes of the Kansas City Star Co., would be disposed to sell.

Ch. 4 WDAF-TV is one of the pioneers in the Midwest, having begun operation Oct. 16, 1949, and WDAF, operating on 610 kc with 5 kw, was among the first dozen stations in the country, having begun operation in 1922.

There was no official explanation for the availability of the *Kansas City Star* stations. The Star Co., however, is embroiled in anti-trust litigation which began in 1953 when the government filed civil and criminal complaints, charging monopoly and attempted monopoly of news and advertising in the greater Kansas City area. In February 1955, a federal jury found the Star Co. guilty. This decision was affirmed by an appeals court last January. The *Star* has until May 12 to petition the U. S. Supreme Court for review.

In its charges, the Justice Dept. alleged that the Star Co. acted to suppress competition involving competitive media and engaged in tie-ins with its radio and tv properties. There were also charges of purported forced combination rates for advertising and circulation. The Kansas City Star Co. owns that city's only two newspapers, the *Star* and the *Times*.

Among the requests for relief by the government was the divorcement of the Star Co.'s radio-tv properties from the newspapers, and of the *Star* from the *Times*.

Both WDAF and WDAF-TV received their last regular license renewals on Feb. 1, 1953. Since 1956, according to FCC records, both stations have been authorized to operate without regular licenses pending the outcome of the antitrust litigation.

WBRC-AM-TV: $6 MILLION

PURCHASE of WBRC-AM-TV Birmingham from Storer Broadcasting Co. by Radio Cincinnati Inc. (WKRC-AM-TV Cincinnati—*Cincinnati Times-Star*) for $6 million [B•T, April 1] was announced last week by Hulburt Taft Jr., president of Radio Cincinnati Inc.

Sale of the Birmingham stations, subject to usual FCC approval was necessary for Storer to consummate its $5.6 million purchase of ch. 12 WPFH (TV) Wilmington, Del., and WIBG-AM-FM Philadelphia from Paul F. Harron and group, approved by the FCC two weeks ago [B•T, April 1]. Storer already owns the limit of seven am and seven tv stations, in Detroit, Toledo, Miami, Cleveland, Atlanta, Wheeling, Portland, Ore., as well as Birmingham.

WBRC is a 5 kw station operating on 960 kc; WBRC-TV operates with maximum power on ch. 8. Both are affiliated with CBS.

Mr. Taft stated that in addition to the $6 million sales price, a fee of $350,000 would be paid to Storer over a five-year period in return for a guarantee not to compete in the Birmingham area in broadcasting, advertising and entertainment fields, nor to solicit the present staff for employment elsewhere.

The WBRC stations will make the fourth broadcast property in which Radio Cincinnati has an interest. In addition to the WKRC outlets, the Taft organization also owns WTVN-AM-TV Columbus, Ohio, and has a 30% interest in WBIR-AM-TV Knoxville, Tenn. Radio Cincinnati bought ch. 6 WTVM (TV) from Edward Lamb for $1.5 million.

WBRC-TV is one of two commercial outlets in Birmingham. The other station, ch. 13 WABT (TV), is owned by the Newhouse newspaper interest (*Birmingham News*). Also operating is educational station WBIQ (TV) on ch. 10. A permit is outstanding for ch. 42 WBMG (TV).

Storer bought the Birmingham properties from Eloise Hanna and others in 1953 for $2.4 million.

Financing for the Birmingham purchase was arranged through four banks, including the First National Bank and the Fifth Third

NARTB CONVENTION PREVIEW

What will go on, where to find it

B•T COVERAGE BEGINS PAGE 33

Union Trust Co., both Cincinnati, and the Society for Savings, Cleveland.

The Birmingham purchase was negotiated through R. C. Crisler & Co., Cincinnati, radio-tv station broker.

KCOP (TV): $4 MILLION

STILL ANOTHER multi-million dollar tv sale is on the verge of being consummated with the pending purchase of ch. 13 KCOP (TV) Los Angeles from the present owners, Copley Press Inc., by Kenyon Brown-Bing Crosby syndicate for an estimated $4 million. The sale was agreed to in principle last Thursday., The offer, it was learned, was accepted by Copley Press principals, with the contract remaining to be signed. The sale is being handled by Hamilton, Stufflefield, Twining & Assoc.

Copley Press—owning newspapers in California and Illinois—bought the Los Angeles independent in 1953 from Mrs. Dorothy Schiff Sonnenborn for $1,375,000. The station went on air as KLAC-TV Los Angeles in 1948.

Messrs. Brown and Crosby and associates own KFEQ-AM-TV St. Joseph, Mo., buying it in 1955 for $550,000 from Barton Pitts. Mr. Brown owns KFWT Wichita Falls and KLYN Amarillo, both Tex.; 50% of KANS Wichita, Kan., 49% of KBYE Oklahoma City, and 33⅓% of KGLC Miami, both Okla.

WDBO-AM-FM-TV: $3 MILLION

WDBO-AM-FM-TV Orlando, Fla., has been sold to William S. Cherry Jr. and associates for approximately $3 million, it was announced last week. Mr. Cherry is president of Cherry & Webb Broadcasting Co., which owns WPRO-AM-FM-TV Providence, R. I., and at one time he was associated in the ownership of WNEW New York. WNEW was sold by Mr. Cherry and his associates in 1954 for $2.1 million.

Associated with Mr. Cherry in the Florida purchase, which is subject to FCC approval, are Arnold F. Schoen Jr., general manager of the Providence stations, and William H. Goodman, assistant treasurer of the Providence stations and an executive of the Cherry & Webb department store in Providence. Mr. Cherry owns 85% of the Cherry Broadcasting Co., the purchaser of WDBO; Messrs. Schoen and Goodman the remaining 15%.

Remaining with the Orlando stations are Harold P. Danforth and J. Thomas Gurney, president-general manager and vice president, secretary and general counsel, respectively. Both are controlling stockholders of Orlando Broadcasting Co., licensee of the Florida outlets. Mr. Danforth will continue as general manager, and Mr. Gurney as counsel. No other changes in management or personnel are planned, the purchasers stated.

WDBO, established in 1924, operates on 580 kc with 5 kw. WDBO-FM operates on 92.3 mc with 25 kw. WDBO-TV on ch. 6 began operating in July 1954. All are affiliated with CBS; the tv outlet also carries NBC and ABC network programs.

WTVD (TV): $1,625,000

A GROUP headed by author-commentator Lowell Thomas and Frank M. Smith filed for FCC approval of the $1,625,000 purchase of WTVD (TV) Durham, N. C. Selling the station are J. Floyd Fletcher (24.9%), Harmon L. Duncan (24.9%), WDNC Durham (25%) and approximately 60 others, each owning less than 1%.

Messers. Fletcher and Duncan each will retain 12.5% of WTVD and will be co-managers. WDNC will own 5% under the new alignment. Two minority stockholders, who also will remain as part owners, E. C. Brooks Jr. and Robert I. Lipton, had an option to obtain the stock held by the minor-owners, which option has been assigned to the purchasing group.

Messrs. Thomas and Smith and their associates (including news analyst H. V. Kaltenborn) own WROW-WCDA (TV) Albany, N. Y., WCDB (TV) Hagaman, N. Y., and WCDC (TV) Adams-Pittsfield, Mass. Ch. 11 WTVD is affiliated with ABC. The station's balance sheet, dated Dec. 31, 1956, showed a total net worth of $303,187 with earned surplus of $53,187. Current assets were $330,668, total assets $986,668, current liabilities $234,363 and fixed liabilities $53,187.

WAPA-TV: $340,000

WINSTON-SALEM Broadcasting Co. is seeking Commission approval for its $320,000 purchase of 80% of ch. 4 WAPA-TV San Juan, P. R., from Jose Ramon Quinones. The other 20% of WAPA-TV is owned by Goar Mestre and associates (CMQ-TV Havana, Cuba), who will retain their interest.

In addition to the $320,000, the buyer is paying Mr. Quinones $40,000 owed him by WAPA-TV. Mr. Quinones also is sole owner of WAPA radio, which is not involved in the transaction. He is a former vice president of the Inter-American Assn. of Broadcasters and current director of that organization.

Winston-Salem Broadcasting Co. (President James B. Coan, 15%, Earl F. Slick, 20%, and associates) owns WTOB-AM-TV Winston-Salem, N. C., WLOW Portsmouth, Va., WSGN-AM-FM Birmingham, Ala., and holds a cp for ch. 42 Birmingham (WBMG [TV]). The company's balance sheet, as of Dec. 31, 1956, listed a deficit of $157,488 for all stations, with WSGN showing a $30,270 surplus. The 1955 loss was $34,918; $11,089 for 1956.

The WAPA-AM-TV balance sheet, dated the same day, listed a 1956 net profit of $123,795. Current assets were $230,368, total assets $933,928, current liabilities $126,795 and net worth $382,087.

WJHP: $225,000

SALE of 5 kw independent WJHP Jacksonville, Fla., by the *Jacksonville Journal* to Radio Jax Inc. (Carmen Macri interests) for a sum in the neighborhood of $225,000 was announced last week. The purchase is contingent on the disposition of Macri-owned WQIK Jacksonville. Sale of WQIK for $150,000 to Marshall Rowland and Edison Casey is understood to be agreed on.

WJHP operates on 1320 kc and was founded in 1940. WQIK operates on 1290 kc with 1 kw, daytime only.

Jacksonville Journal (John H. Perry interests) will retain ch. 36 WJHP-TV Jacksonville. The tv outlet is affiliated with NBC and ABC and began commercial operation the end of 1953. Perry interests also own WCOA Pensacola, WTMC Ocala, WDLP Panama City, WESH-TV Daytona Beach, and 40% of WNDB-AM-FM Daytona Beach, all Florida.

Mr. Macri also holds controlling interests in a grant for ch. 30 WQIK-TV Jacksonville, WWOK Charlotte, N. C.; WSUZ Palatka, Fla., and is an applicant for a new standard station in Pompano Beach, Fla. Transactions were handled by Blackburn & Co.

WPEO: $170,000

SALE of one station and purchase of another by John R. Livingston and associates was announced last week. WPEO Peoria was sold by Mr. Livingston and group to a group of Kansas City interests for $170,000. At the same time the Livingston group bought KCLN Clinton, Iowa, from Mississippi Valley Broadcasting Co. for $35,000.

Purchasers of the Peoria station are equal partners Kenneth Greenwood, Robert Sharon, Merritt Owens and Lee Vaughn. Messrs. Greenwood and Sharon are WHB Kansas City salesmen; Mr. Owens owns an advertising agency of that name in Kansas City, and Mr. Vaughn is an attorney. The Peoria transaction was handled by Norman Co., Davenport, Iowa, station broker firm. WPEO is 1 kw daytime on 1020 kc; KCLN is 1 kw daytime on 1390 kc.

WONN: $169,000

THE $169,000 purchase of WONN Lakeland, Fla., by Noyes Enterprises Inc. (Washington) was filed with the FCC Friday. Selling the station are Duane McConnell, E. D. Covington and Robert Taylor, all three individual applicants for separate, new ams in Florida. Noyes Enterprises is owned 90% by Ted Noyes (who also has an interest in WMAL-AM-FM-TV Washington-*Washington Evening Star*) and 10% by Robert W. Jonscher, manager of WMAL radio until March 31. Mr. Jonscher will become resident manager of WONN following FCC approval. A Dec. 31 balance sheet for WONN listed its total net worth as $25,159, with $7,159 earned surplus.

WTRL: $81,427

JAMES H. LOCKHART (79.7%) and associates asked the FCC for approval of their purchase of WTRL Bradenton, Fla., from Howard A. Donahoe for $81,427. Mr. Donahoe also owns WILE Cambridge, Ohio. Lockwood (Dick) Doty, minority stockholder in the purchasing group and WHAM Rochester, N. Y., personality, will become general manager of WTRL. The station's current balance sheet (Dec. 31, 1956) listed its net worth as $49,412 and a deficit of $5,787.

4,000 CONVENE FOR NARTB SESSIONS

Radio-tv focuses on its problems at 35th conclave in Chicago

NARTB'S 2,000 members, and another 2,000 staff executives and representatives of service and supply industries were taking their problems to Chicago at the weekend for the 35th annual broadcasters' convention. The site this year is the Conrad Hilton Hotel; the official dates Sun., April 7-Thurs., April 11.

As sometimes happens at these affairs, the dominant topic of conversation is expected to be a non-NARTB matter—the all-industry music meeting scheduled Thursday morning.

The five-day schedule is split into two main conferences, management and engineering. The Sunday lineup included dozens of planned and impromptu meetings and parties, including ABC-TV and MBS affiliates sessions (see condensed agenda, page 34). CBS-TV started off the meetings Friday with a two-day tv affiliates conference (story, page 36) and Daytime Broadcasters Assn., which met Saturday (story page 39).

Gruenther Speaks Tuesday

Formal Management Conference programming starts Tuesday morning when Gen. Alfred M. Gruenther, president of the American National Red Cross, will deliver the principal address, discussing public service functions of broadcasting. Former President Herbert Hoover will be honored with the 1957 Keynote Award for Distinguished Service to broadcasting. The award will be accepted for Mr. Hoover by C. M. Jansky Jr., pioneer radio engineer who took part in early regulatory conferences when Mr. Hoover was Secretary of Commerce.

Engineering Conference programming starts today (Monday) and will run through Thursday, with several joint management-engineering events scheduled, including the annual FCC roundtable in which Commission members will participate. An engineering feature will be the appearance at today's luncheon of Axel G. Jensen, chief of visual and acoustics research, Bell Telephone Labs. The engineering sessions will feature papers on a wide range of technical topics, including use of automatic gear to keep transmitter logs [B•T, April 1].

Today's (Monday) events include three important industry meetings under NARTB sponsorship—fm membership meeting 1:30-3:30 p.m.; television film panel, 2-3 p.m., and labor management clinic, 3:30-5:30 p.m.

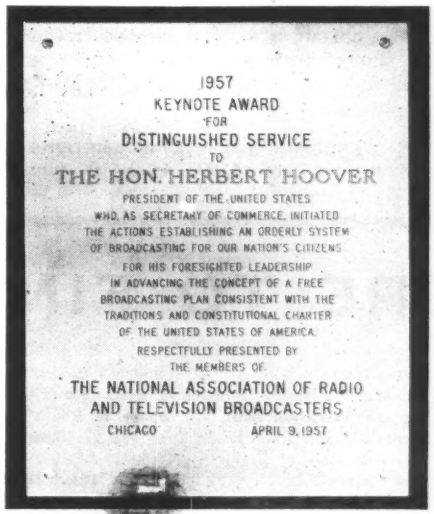
The music contract meeting Thursday morning draws its interest from the fact that ASCAP television contracts expire at the end of 1957 and radio contracts expire at the end of 1958 [B•T, April 1].

Non-NARTB members have been invited to the music contract meeting with indications that about 30 of them would join the association's tv members in discussing ways of meeting the copyright problem. Dwight M. Martin, WAFB-TV Baton Rouge, La., will be introduced to the meeting by NARTB President Harold E. Fellows and will review the history of past ASCAP tv negotiations.

Mr. Martin will review the three preliminary meetings held by the music copyright ad hoc committee and present its recommendations. He will also tell about the NARTB Tv Board's recommendations that non-members and members join in working out the music problem.

Discussion from the floor is expected, with a chance that an interim chairman will be named. Procedure has not been planned. Developments will await decision of the delegates.

About 250 NARTB tv members are expected at the meeting, with one accredited representative designated from each station. Non-members are eligible to attend after payment of a $5 registration fee.



NARTB's annual keynote award will be accepted on behalf of former President Hoover by C. M. Jansky Jr., chairman of the board of Jansky & Bailey. Mr. Hoover was advised by doctors not to attend the industry's Chicago convention. Mr. Jansky will accept the award at the opening of formal convention proceedings Tuesday morning. He was active in early radio regulation when Mr. Hoover supervised the young medium in his role as Secretary of Commerce.

While fee-tv isn't given formal billing on the program, it's likely to come up during the FCC roundtable Wednesday morning. This projected medium is getting a going-over inside the Commission meeting room in Washington and it is a lively topic in Capitol Hill committees.

The FCC panel often clears a lot of cloudy regulatory air and sometimes leaves diverting issues in a state of suspension. In any case, the Commissioners have historically given frank answers to pointed questions, and the session is considered one of the best items on the convention agenda.

FCC Chairman McConnaughey will give his views on broadcast matters in his Tuesday luncheon address. Since the address will be broadcast on radio and tv [B•T, April 1], it is believed he will shift from an among-ourselves type of address to subjects of general public interest.

President Fellows will address the Wednesday luncheon, giving his annual report to the membership. The Thursday luncheon speaker will be Arch N. Booth, executive vice president, U. S. Chamber of Commerce. He will discuss "People, Products and Progress: 1975."

Final event of the convention will be a tv business session Thursday at 4 p.m. Four new members of the Tv Board will be elected from a list of nearly 50 certified member station executives. The four directors whose terms expire are Board Chairman Campbell Arnoux, WTAR-TV Norfolk, Va.; Vice Chairman Kenneth L. Carter, WAAM (TV) Baltimore; William Fay, WROC-TV Rochester, and Ward L. Quaal, WGN-TV Chicago.

A group of new directors will take their Radio Board posts at the convention. They are Thomas C. Bostic, KIMA Yakima, Wash.; Ray Eppel, KORN Mitchell, S. D.; Hugh M. Smith, WCOV Montgomery, Ala.; Todd Storz, KOWH Omaha; Donald W. Thornburgh, WCAU Philadelphia; Harold Hough, WBAP Fort Worth; Daniel W. Kops, WAVZ New Haven; J. R. (Ray) Livesay, WLBH Mattoon, Ill.; J. G. (Gil) Paltridge, KROW Oakland, Calif., and Ben Strouse, WWDC Washington. These new members will be joined by the following re-elected directors: Robert T. Mason, WMRN Marion, Ohio; William Holm, WLPO LaSalle, Ill.; Alex Keese, WFAA Dallas; J. Frank Jarman, WDNC Durham, N. C.; William C. Grove, KFBC Cheyenne, Wyo.; Merrill Lindsay, WSOY-FM Decatur, Ill., and John M. Outler, WSB Atlanta, Radio Board chairman.

An addition to the week's schedule was announced Wednesday by Clair R. McCollough, Steinman Stations, president of Radio Pioneers. Mr. McCollough disclosed that Frank J. Starzel, general manager of the Associated Press, will address the dinner, scheduled Wednesday, 7:30 p.m., in the Waldorf Room of the Conrad Hilton. Mr. Starzel has just returned from Johannesburg where he attended ceremonies opening an exchange of news between AP and South Africa Press Assn.

Judge Justin Miller, former NARTB board chairman, will receive a plaque at the dinner in recognition of his efforts on

Text continues on page 36
(Convention Agenda pages 34-5)

CONVENTION SCHEDULE

SPECIAL EVENTS

(Not part of official program)

SUNDAY, APRIL **7**

ABC-TV affiliates meeting, Waldorf Room, 2:00 p.m.; affiliates reception, A & B—Williford Room, 5:30 p.m.

AMPEX-ABC-TV demonstration of videotape, *Chicago Daily News* Bldg., 6:00-10:00 p.m.

ASSN. OF MAXIMUM SERVICE TELECASTERS board of directors breakfast, Room 9, 8:00 a.m.; membership meeting Bel Air Room, 10:00 a.m.-12:30 p.m.

ASSN. FOR PROFESSIONAL BROADCASTING EDUCATION board of directors meeting, Room 18, 9:00 a.m.-5:00 p.m.

BROADCAST MUSIC INC. board of directors meeting and luncheon, Rooms 19-20, 10:00 a.m.

BROADCASTING•TELECASTING golf tournament, Midwest Country Club, Hinsdale, Ill., busses leave Conrad Hilton at 9:00 a.m.

GENERAL ELECTRIC CO. news conference, reception and luncheon, Rooms 12-13, 8:00 a.m.-3:00 p.m.

MBS affiliates meeting, Beverly Room, 3:00 p.m.; affiliates reception, Bel Air Room, 4:30 p.m.

MONDAY, APRIL **8**

A.A.P. INC. reception, Williford Room, 6:00 p.m.

ASSN. FOR PROFESSIONAL BROADCASTING EDUCATION meeting and board of directors meeting, Room 18, 9:00 a.m.-5:30 p.m. and again at 8:30 p.m.

CLEAR CHANNEL BROADCASTING SERVICE meeting, Room 19, 9:00 a.m.-11:15 a.m.

COMMUNITY BROADCASTERS ASSN. meeting, Room 12, 11:00 a.m.

COMMUNITY CLUB SERVICES reception, Lower Tower, 5:30-7:00 p.m.

QUALITY RADIO GROUP breakfast, Room 10, 8:00 a.m.

STANDARD RADIO TRANSCRIPTIONS reception, Suite 539A, 4:00-6:00 p.m.

TV PIONEERS organizational meeting, Lower Tower, 11:00 a.m.-12 noon.

VENARD, RINTOUL & MCCONNELL showing of film "Postmark Europe," Louis XVI Room, Sherman Hotel, 5:00-7:00 p.m.

TUESDAY, APRIL **9**

TELEVISION FILM COMPANIES reception, Williford Room, 5:30-7:30 p.m.

OFFICIAL AGENDA

SUNDAY, APRIL **7**

7:00 a.m.-7:00 p.m.—REGISTRATION, Lower Lobby.

12 noon-6:00 p.m.—EXHIBITS OPEN, Exhibition Hall and 5th and 6th floors.

MONDAY, APRIL **8**

7:00 a.m.-7:00 p.m.—REGISTRATION, Lower Lobby.

9:00 a.m.-6:00 p.m.—EXHIBITS OPEN.

1:30-3:30 p.m.—FM PANEL, Williford Room.

WHERE TO FIND IT*

All exhibit rooms are located on the 5th and 6th floors in the Conrad Hilton Hotel.

All entertainment and hospitality suites are located in the Conrad Hilton Hotel, unless otherwise noted.

Space designation indicates exhibits in the Exhibition Hall (lower level) Conrad Hilton Hotel.

** Firms without locations had not been designated at press time.*

EQUIPMENT MANUFACTURERS

Adler Electronics ..... Space 19, Suite 1333A-34A
Alford Mfg. ..... Space 7
Allied Radio ..... Rooms 610A-611A
Altec Lansing .....
American Microwave ..... Space 35
Amperex Electronic .....
Ampex ..... Room 602A
Andrew ..... Space 22
John F. Beasley Const. .....
Bell & Howell .....
Berlant-Concertone, Audio Div. of American Electronics ..... Room 551A
Blaw-Knox ..... Room 516
Browning Lab. ..... Room 609
Budelman Radio .....
Caterpillar Tractor ..... Space 16
Century Lighting ..... Space 24
Collins Radio ..... Space 36
Communication Products .....
Conrac ..... Room 657
Continental Electronics Mfg. .....
Dage Tv Div. of Thompson Products ..... Space 5, Room 520
The Daven Co. .....
Dresser-Ideco ..... Rooms 604-605-607
Eastman Kodak .....
Elgin Metalformers ..... Space 9
Foto-Video Lab. ..... Space 31, Room 632
Gates Radio ..... Space 4, Room 561
General Electric ..... Space 26, Suite 1400-01-02A
General Precision Lab. ..... Space 30, Room 637
General Radio ..... Space 1
Harrison Lab .....
The Harwald Co. ..... Space 14, Room 560A
Houston-Fearless Div. of Color Corp. of America .....
Hughey & Phillips ..... Room 660
Ideco (see Dresser-Ideco) .... Rooms 604-605-607
Kin Tel ..... Space 3, Suites 1022A-23A-24A-25A
Kliegl Bros. Universal Electric Stage Lighting ..... Rooms 614-616
Lambda-Pacific ..... Space 37
Lehigh Structural Steel .....
Magnecord .....
Magnetic Sound Camera .....
Motorola ..... Space 15
Multiplex Services ..... Room 613
Nems-Clarke ..... Rooms 542A-544A
The Perkin-Elmer Corp. ..... Space 2
Phelps Dodge Copper Products ..... Room 649
Philco ..... Space 11, Suite 1704-05-06
Prodelin ..... Room 550A
RCA, Broadcast & Tv Equipment Div. ..... Space 17, Rooms 604A-605A-607A
RCA, Tube Div. .... Conrad Hilton & Sheraton-Blackstone
Raytheon ..... Space 8, Suite 1200-01-02A
Rust Industrial ..... Rooms 658A-659A
Schafer Custom Engineering ..... Rooms 653-656
Stainless ..... Suite 1122A-23A-24A
Standard Electronics .... Space 25, Rooms 601-602
Tarc Electronics ..... Space 20
Sarkes Tarzian ..... Space 12
Telechrome Mfg. ..... Space 10
Telematics .....
TelePrompTer ..... Spaces 18-29
Television Equipment ..... Space 33
Television Zoomar .....
Tower Construction ..... Rooms 610-611
Tower Structures .....
Utility Tower ..... Space 32
Visual Electronics .. Space 23, Suite 718A-19A-20A

GOVERNMENT

National Guard ..... Room 546
U. S. Air Force ..... Room 561A
U. S. Army Recruiting ..... Room 547
U. S. Treasury ..... Room 549

NEWS SERVICES, PUBLICATIONS

Advertising Age ..... Room 536
Associated Press ..... Sheraton-Blackstone
Billboard ..... Room 537
BROADCASTING•TELECASTING ... **Suite 706A**
International News Service ..... Room 609
Radio-Television Daily ..... Rooms 613A-14A Suite 1204-05-06
Sponsor ..... Rooms 904-05-06
Telefilm Magazine ..... Room 665
Television Age ..... Suite 1404-05-06
Television Magazine ..... Suite 1204A-05A-06A
United Press Movietone News .. Rooms 546A-548A
Variety ..... Suite 818-19-20

PROGRAM SERVICES

A. A. P. ..... Rooms 504A-505A-507A
ABC Film Syndication .... Room 509, Suite 2316-19
Broadcast Music Inc. ..... Room 553A
M & A Alexander Production .. Rooms 515A-517A
Allied Record .....
S. W. Caldwell ..... Suite 1300-01-02A
CBS Television Film Sales .... Suite 1900-01-02A
Harry S. Goodman Productions ..... Rooms 556A-557A-563A
Governor Television Attractions .....
Guild Films ..... Rooms 528A-530A

Except where noted, locations are in Conrad Hilton Hotel

2:00-3:00 p.m.—TELEVISION FILM PANEL, Upper Tower.

3:30-5:30 p.m.—LABOR CLINIC, Upper Tower.

TUESDAY, APRIL **9**

7:00 a.m.-7:00 p.m.—REGISTRATION, Lower Lobby.

9:00 a.m.-6:00 p.m.—EXHIBITS OPEN.

10:30 a.m.-12:00 noon—JOINT SESSION: management and engineering conferences, Grand Ballroom.

12:30-2:30 p.m.—JOINT LUNCHEON, FCC Chairman George C. McConnaughey, Grand Ballroom.

2:30-5:00 p.m.—RADIO MANAGEMENT CONFERENCE, Williford Room.

2:30-5:00 p.m.—TELEVISION MANAGEMENT CONFERENCE, Upper Tower.

6:00-7:30 p.m.—ANNUAL CONVENTION RECEPTION, Williford Room and Normandy Lounge.

7:30 p.m.—ANNUAL CONVENTION BANQUET, Grand Ballroom.

WEDNESDAY, APRIL **10**

9 a.m.-5 p.m.—REGISTRATION, Lower Lobby.

9 a.m.-6 p.m.—EXHIBITS OPEN.

9:30 a.m.-12:00 noon—JOINT SESSION: radio and television management conferences (panel discussion featuring the FCC), Williford Room.

12:00 noon—ANNUAL MEMBERSHIP MEETING (business session), Williford Room.

12:45-2:30 p.m.—LUNCHEON, NARTB President Harold E. Fellows, Grand Ballroom.

2:45-5:00 p.m.—RADIO MANAGEMENT CONFERENCE (Radio Advertising Bureau presentation, audience research panel), Williford Room.

7:30 p.m.—RADIO PIONEERS DINNER, Grand Ballroom.

THURSDAY, APRIL **11**

8:00 a.m.-5:00 p.m.—REGISTRATION, Lower Lobby.

8:00 a.m.-2:00 p.m.—EXHIBITS OPEN.

10:00 a.m.-12:00 noon—RADIO MANAGEMENT CONFERENCE (engineering, automation, wage-hour problems), Boulevard Room.

10:00 a.m.-12:00 noon—ALL-INDUSTRY TELEVISION MUSIC LICENSE MEETING, Williford Room.

12:30-2:30 p.m.—LUNCHEON (Arch N. Booth, U.S. Chamber of Commerce, speaker), Grand Ballroom.

2:30-5:00 p.m.—TELEVISION MANAGEMENT CONFERENCE (Television Bureau of Advertising presentation), Grand Ballroom.

4:00 p.m.—TELEVISION BUSINESS SESSION (Tv Board elections), Williford Room.

B•T HEADQUARTERS: Suite 704-5-6A in the Conrad Hilton Hotel. Representing the magazine will be Sol Taishoff, Maury Long, Edwin H. James, Win Levi, Kenneth Cowan, Warren Middleton, Ed Sellers, Bill Merritt, Rufus Crater, Frank Beatty, Fred Fitzgerald, Earl Abrams, John Osbon, Gladys Hall and Barbara Kolar.

Hollywood Television Service . Suite 2500-01-02A
Langlois Filmusic .....
Lang-Worth Feature Programs .....Rooms 536A-537A
Magne-Tronics .....Room 612
MCA-TV .....Suite 1604-05-06
Medallion Tv Enterprises .....Room 521A
MGM-TV .....Room 534, Suite 2404-05-06
National Musitime .....Room 535A
National Telefilm Assoc. ...Rooms 504-505-507-539 Suite 2504A-05A-06A
NBC Television Films (California National Productions) ....Sheraton-Blackstone
Newsfilm .....Suite 1900-01-02A
Official Films .....Room 502A, Suite 2504-05-06
RCA Recorded Program Services .....Rooms 500-501-502, Space 13
Walter Schwimmer .....Room 553
Screen Gems .....Rooms 512A-513A
Screencraft Pictures .....Congress Hotel
SESAC .....Rooms 524A-526A
Signet Tv .....Rooms 635A-36A
Standard Radio Transcription Services .....Room 539A
Standard Television .....
Sterling Television .....Room 509A
Telemat .....Rooms 519A-520A
Television Programs of America .....Rooms 532A-533A-534A
Transcription Sales .....
Trans-Lux Television .....Rooms 639A-640A
World Broadcasting System .....Rooms 512-513
Ziv Television Programs .....Rooms 556-557-560 Suite 904A-05A-06A

RESEARCH ORGANIZATIONS

American Research Bureau ... Rooms 630A-631A
A. C. Nielsen .....Suite 1000-01-02A
The Pulse .....Suite 1919

SERVICE ORGANIZATIONS

Bonded Tv Film Service ....Suite 1104A-05A-06A
Community Club Services ....Suite 818A-19A-20A
Keystone Broadcasting System ...Suite 804-05-06
Muzak .....Suite 704-05-06
Radio Advertising Bureau .....Drake Hotel
Standard Rate & Data Service .....Suite 1704A-05A-06A
Television Bureau of Advertising .....
Vitapix .....Suite 2118-19-20

STATION REPRESENTATIVES

Adam Young .....
Avery-Knodel .....Sheraton-Blackstone
John Blair .....Suite 1600-01-02A
Blair-Tv .....Suite 1600-01-02A
The Bolling Co. .....Suite 1100-01-02A
The Branham Co. .....Suite 700-01-02A
Henry I. Christal .....Suite 2105-06
Forjoe .....Suite 1118A-19A-20A
Gill-Perna .....Suite 1304-05-06
Harrington, Righter & Parsons ...Suite 800-01-02A
H-R Representatives ....Morrison Hotel 23d floor
Headley-Reed .....Sheraton-Blackstone
George P. Hollingbery .....Suite 2200-01-02A
Hal Holman .....Suite 1218A-19A
The Katz Agency .....Suite 2000-01-02A
Joseph Hershey McGillvra .....
The Meeker Co. .....Suite 1500-01-02A
Peters, Griffin, Woodward, Inc. .....Sheraton-Blackstone Suite 430-7
Edward Petry .....Suite 1700-01
William G. Rambeau .....Suite 900-01-02A
Paul H. Raymer .....Suite 2418A-19A-20A
Venard, Rintoul & McConnell ..Suite 2100-01-02A
Grant Webb .....
Weed & Co. .....Congress Hotel Suite 900

TELEPHONE AND TELEGRAPH COMPANIES

American Telephone & Telegraph, Long Lines .....Space 27, Suite 1104-05-06

TRADE ASSOCIATIONS

Academy of Television Arts & Sciences .....Room 612A
Advertising Council .....Room 536
Assn. of Maximum Service Telecasters .....Michigan Blvd. & Eighth St.
Metropolitan Life Insurance .....Room 657A
NARTB Group Life Insurance Plan
NARTB Convention Offices
Convention Manager .....Room 1
Everett Revercomb, Sec.-Treas; Ella Nelson, Adm. Asst.
Engineering Conference .....Room 1
A. Prose Walker, Manager
Convention Exhibits .....Exhibition Hall
George Gayou, Exhibit Manager
Registration Desk .....Lower Lobby
William Walker, Asst. Treas.
Convention News .....Room 3
Donald N. Martin, Asst. to the President for Public Relations
Program Coordinator .....Room 4
Howard H. Bell, Asst. to the President
NARTB Staff Offices
Radio .....Room 2
John F. Meagher, Vice President
Television .....Room 2
Thad H. Brown, Jr., Vice President
Employer-Employe Relations .....Room 4
Charles H. Tower, Manager
Government Relations .....Room 2
Vincent T. Wasilewski, Manager
Legal .....Room 2
Robert L. Heald, Chief Attorney
Organizational Services and APBE ....Room 4
Frederick H. Garrigus
Research .....Room 4
Richard M. Allerton, Manager
Station Relations ..... Lower Lobby
William Carlisle, Manager
Television Code Affairs .....Room 4
Edward H. Bronson, Director
Radio-Electronics-Television Mfrs. Assn. .....Space 21

NETWORKS

ABC Radio and Television .....Suite 2306
CBS Radio .....Suite 1804-07
CBS Television ..... Suite 2305A-06A-11A
Mutual ..... Suite 1604A-06A
NBC Radio and Television ..... Sheraton-Blackstone Suite 509

behalf of freedom of access to courtrooms. Mrs. Edwin H. Armstrong will accept the annual "Hall of Fame Award" on behalf of her late husband, inventor of fm. This award is presented posthumously each year to a person who has made a lasting contribution to broadcasting.

Taking part in the Monday fm conference will be Edward A. Wheeler, WEAW-FM Evanston, Ill., chairman of the NARTB Fm Radio Committee, presiding; Ray Stone, Maxon Inc., who made a nationwide fm survey a year ago; FCC Comr. Robert T. Bartley; Leonard Asbach, Majestic Intl., and the NARTB FM Radio Committee.

Leslie C. Johnson, WHBF-AM-TV Rock Island, Ill., will preside at the Monday labor clinic. A slide film will review wage bargaining problems. Peter Seitz, labor arbitrator, will speak on ways of settling disputes.

A tv film panel session Monday afternoon will be presided over by Harold P. See, KRON-TV San Francisco, chairman of the NARTB Tv Film Committee, and Mr. Arnoux. Panelists include Richard M. Pack, Westinghouse Broadcasting Co.; Ralph N. Cohn, Screen Gems; John L. Sinn, Ziv Television Programs.

Quarton to Be New Chairman Of Tv Code Review Board

NARTB's Tv Code Review Board enters the convention this week with a new chairman-elect, William B. Quarton, vice president-general manager of WMT-TV Cedar Rapids, Iowa. Now vice chairman of the code group, he becomes the third chairman in the history of the code board, succeeding G. Richard Shafto, WIS-TV Columbia, S. C., who asked to be relieved of the post as well as board membership for personal reasons [B•T, March 25].

MR. QUARTON

Joining the board April 11 as Mr. Quarton assumes the chairmanship will be Donald H. McGannon, president of Westinghouse Broadcasting Co. The appointments were announced Tuesday by NARTB President Harold E. Fellows.

Code board membership, effective Thursday, will consist of Chairman Quarton and Mr. McGannon; Mrs. Hugh McClung, KHSL-TV Chio, Calif., Rogert W. Clipp, Triangle Stations (WFIL-TV Philadelphia), and Richard A. Borel, WBNS-TV Columbus, Ohio.

While no vice chairman was announced by Mr. Fellows, the name of Mr. Clipp has unofficially been mentioned for the post.

Mr. Shafto winds up his code board service tomorrow afternoon at the NARTB convention when he delivers an address reviewing code activities and problems. The NARTB code staff is headed by Edward H. Bronson, director of tv code affairs, and Charles S. Cady, assistant director.

STANTON ON REGULATORY AREAS

NETWORKS and the cause of free broadcasting have made progress in important areas on the governmental front during the past year but a "deep gulf" still remains to be bridged between broadcasters and Congress.

This was the nub of a speech prepared for delivery Saturday by Dr. Frank Stanton, president of CBS Inc., to some 400 station and network officials expected to attend the third annual conference of CBS-TV affiliates in Chicago.

He offered his evaluations of three major regulatory areas:

• **Sec. 315** (equal time requirement on political broadcasting)—progress is slow and sometimes discouraging, but Congress appears to have reached a better understanding of the problem, where in the past there seemed to be doubt that a program existed at all. "Unfortunately, there is not yet any general agreement" on a solution and "in fact some of the Congressional proposals suggest cures that are as bad as—or worse than—the disease." But "if we all keep at this issue, I am confident that one day we shall have relief, and broadcasters will be able, in this vital area of political coverage, to take their place alongside the rest of the free press and perform that kind of service to the public of which we are capable—and which Sec. 315 now keeps us from performing."

• **Subscription television**—Dr. Stanton thought that the testimony of advocates of free television had succeeded in "indefinitely" delaying legislative action in favor of subscription tv. He was not, however, as sure of FCC postponement of a decision. If, as has been predicted, the FCC approves some sort of toll tv experiment, "I think our chief hope must be that if there must be a trial, it be properly circumscribed so that it will in fact test the broad claims of the pay television proponents.

"If it is so circumscribed," he said, "we can be sure the trial will expose the fallacy of these claims and put this monster to rest once and for all."

• **Network investigations**—"I cannot help but feel that . . . we are farther ahead today than we were a year and two years ago. By these time-consuming, laborious and tedious processes of dealing with all the facts and trying to explain fully what our business is and what makes us tick, I believe that to some extent understanding has replaced suspicion and distaste. . . . While I am by no means optimistic that the reports will be favorable, I do believe that the Congressional attitude toward us is somewhat better today than it was a year ago and that a report written today will not be quite so bad as a report written a year ago. I am not sure that that is saying very much, since the attitude, particularly among some legislators and committee staff members, was hostile indeed."

Speaking of the general "Washington climate," which at the affiliates meeting a year ago he described as cause for "danger flags," Dr. Stanton said in his prepared speech:

"Although I believe we have made some forward steps and the climate is a little better, it would be a great mistake to leave you with the impression that the forecast for the indefinite future is fair and warmer. At the very best, instead of being stormy, it is now cloudy and foggy indeed. We still have a very long way to go.

"There can be—and likely will be—sudden and violent squalls; there may be the cyclonic clouds just beyond our line of sight; and there is always the chance that our roof may be blown off any moment.

"In sum, it would be foolish for us to be complacent or to let down our guard . . ."

He called upon CBS-TV affiliates to continue their work in the "enormous public relations job" which he felt broadcasting "imperatively" needs. "First and above all, tell your story as you see it, frankly and fully whenever the opportunity arises. And it would be well not to wait until the crisis is upon us. Seek out the opportunity whenever possible . . .

"I think you owe it to yourselves and to the very future of the industry, as well as to the service which you perform to the public, to make yourselves heard and to present your point of view—whether it is good or bad for us at CBS—informally whenever possible, and formally when necessary, to your Congressmen, to your Senators, and to the public. Let them know what it is you and we bring to the public and what you think would happen if the various proposals for change should actually come to pass."

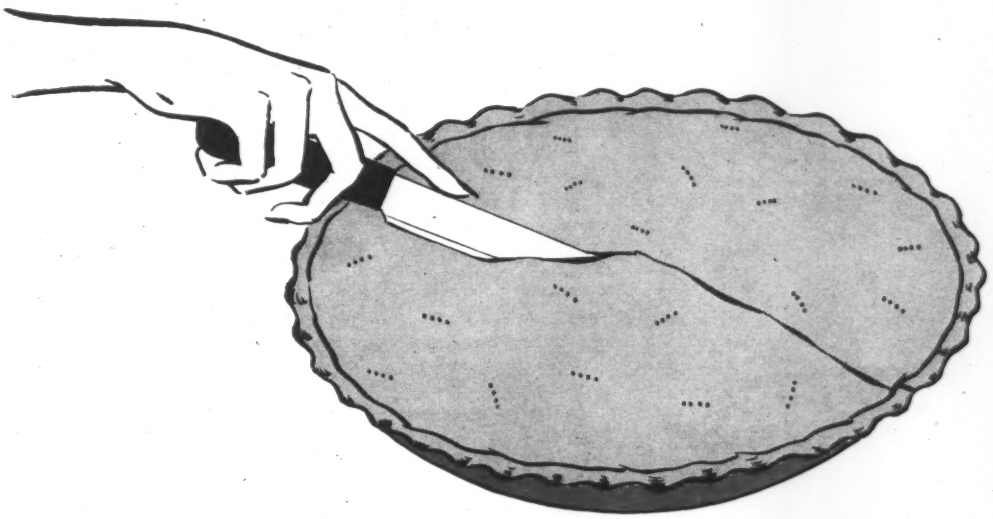
For CBS' own part, he said, "we resolved to continue to deal fully, comprehensively and frankly with these issues as they arise and, perhaps even more important, we shall continue to examine ourselves, to analyze ourselves to make sure that any inequities that a new look at ourselves discloses will be corrected and that our standards of conduct toward you, toward our advertisers and above all, toward the public, be of the very highest. Because there is one thing sure: One can defend oneself with a clear conscience only if one's conscience is clear."

In connection with Sec. 315 he said he was disturbed by the implied suspicion of some Congressmen that broadcasters are apt to play favorites if freed of the equal-time requirement. Such suspicion, he asserted, is wholly unjustified and is proved wrong by broadcasters' record for fairness and balance on controversial issues in non-campaign periods when Sec. 315 does not apply. Whatever the reason for this suspicion, he felt it signifies a "deep gulf" and a substantial failure in broadcasting's public relations.

Dr. Stanton paid particular tribute to the group of CBS-TV affiliates, headed by John S. Hayes of WTOP-TV Washington, who voluntarily appeared before the Senate Commerce Committee last year in opposition to attacks on network option time procedures

Get more than 1/3!

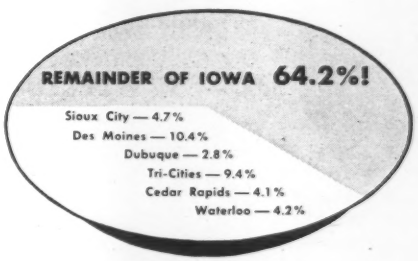
(of Iowa's Sales Potential)



WHO gives you Iowa's Metropolitan Areas (1/3 of the Market) . . . PLUS THE REMAINDER OF IOWA!

Iowa has six Metropolitan Areas which, all combined, do 35.8% of the State's total retail sales.

A number of radio stations can give you good coverage of ONE Metropolitan Area . . . but WHO gives you high coverage of virtually ALL Iowa Metropolitan Areas, plus practically all the REMAINDER of Iowa, too!



RETAIL SALES
1956 Consumer Market figures

FREE MERCHANDISING!

WHO Radio maintains one of the nation's most comprehensive and *successful* FREE merchandising services in 350 high-volume grocery stores for FOOD advertisers who buy $300 gross time per week; in 250 high-volume drug stores for DRUG advertisers who buy $250 per week. (A $200 Food plan is also available).

Ask us — or PGW — for all the facts!

WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines WOC-TV, Davenport

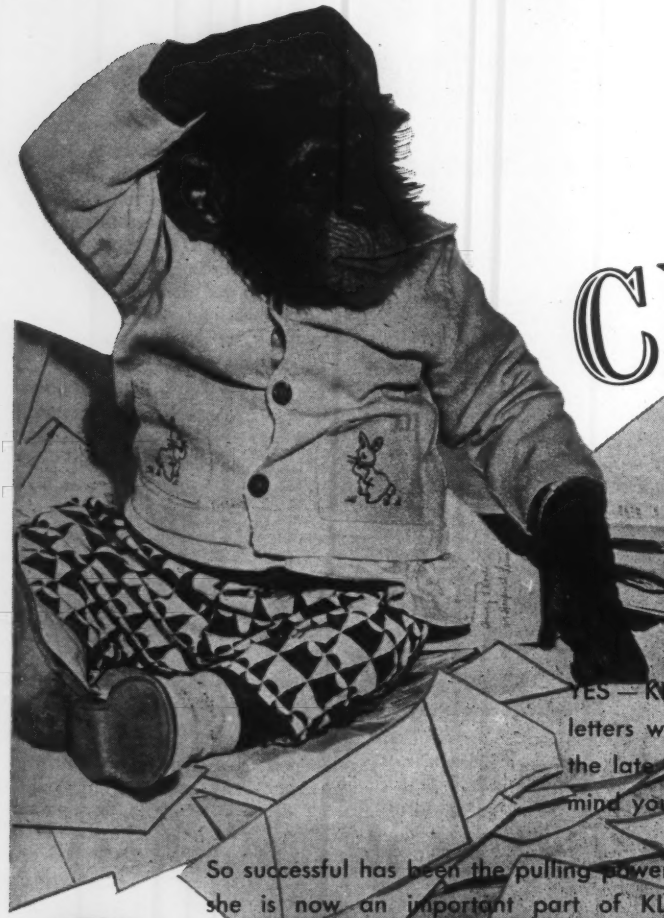
WHO

for Iowa PLUS!

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

Peters, Griffin, Woodward, Inc.
National Representatives



CHIMPS

are sales personalities—too?

YES—KLZ-TV viewers poured in more than 16,000 letters when "Buttons the Chimp" made her debut on the late evening Dick Lewis Shows. These were adults, mind you, NOT children.

So successful has been the pulling power of "Buttons the Chimp" that she is now an important part of KLZ-TV's revitalized afternoon programming and selling format—combining chimp appeal, top Hollywood half-hours, and the sales power of Denver's top selling personalities. It is the 'selling-est programming' in Denver daytime TV.

3:00 - 4:30 WEEKDAYS

STARR YELLAND MYSTERY MATINEE

Denver's Mr. TV himself—backed by 'Mr. District Attorney,' 'City Detective,' and 'The Whistler'—in a new adult selling punch.

4:30 - 5:00 WEEKDAYS

DICK LEWIS MATINEE

The region's top selling night-time TV personality now adds a new daytime show—supported by Kit Carson.

—and "Buttons the Chimp" appears daily on BOTH matinees!

Full sponsorships, co-sponsorships, or full minutes still available. Call your KATZ man or Jack Tipton, general sales manager, Denver.

TWO NEW DAYTIME FEATURES
ART GOW SHOW—11:15 - 11:30 a.m.
CARL AKERS NEWS—5:00 - 5:15 p.m.
Monday thru Friday

CBS in DENVER

KLZ-TV

Channel 7

Represented by the KATZ Agency.

and other fundamental network operating policies.

Despite whatever may happen in Washington, he assured the affiliates that CBS-TV can continue to grow stronger and provide better and better service to both them and the public as the years pass. The job of staying on top is challenging and difficult because the leader is always the prime target, he said, asserting that "despite our lead, we shall run and we shall run scared. But we shall run confidently."

Dr. Stanton's speech was to be the feature of Saturday's luncheon session, after a late revision of the schedule which originally called for him to speak at Friday's opening-day lunch.

The meeting, at CBS-owned WBBM-TV Chicago's new studios, was opened Friday morning by C. Howard Lane of KOIN-TV Portland, chairman of the CBS-TV Affiliates Assn., followed by Merle S. Jones, making his first appearance before the group since he took over the CBS-TV presidency on Jan. 1. Art Linkletter, CBS-TV star, spoke at the Friday lunch.

Network executives slated to present reports on plans and progress during the two-day meeting included William H. Hyland, vice president of sales administration; Hubbell Robinson Jr., executive vice president in charge of programs; Oscar Katz, vice president in charge of daytime programming; Jay Eliasberg, research director; Thomas Dawson, vice president for network sales; Sig Mickelson, CBS Inc., vice president in charge of news and public affairs; John P. Cowden, operations director, advertising and sales promotion; Charles J. Oppenheim, director of information services; Edward P. Shurick, vice president and director of station relations; Ralph W. Hardy, CBS Inc. Washington, vice president; William B. Lodge, vice president in charge of station relations and engineering, and Robert F. Jamieson, sales service manager.

A closed session of the affiliates also was slated, probably to be Saturday morning.

A banquet was held Friday night at the Drake Hotel, featuring Frankie Lane, Alan King, the Wiere Brothers, Elaine Malbin, Chiquita & Johnson, and Norman Crone's orchestra in a program produced by Lester Gottlieb and Dick Brill.

Morse Warns Daytimers Of FCC 'Status Quo'

GOVERNMENT regulatory agencies which delay decisions on long-standing problems tend to "preserve the status quo and work to the detriment of the small fellow," Sen. Wayne Morse (D-Ore.) warned members of the Daytime Broadcasters Assn. in a speech prepared for delivery Saturday at a DBA meeting in Chicago.

Referring to the FCC's failure to rule on various daytime radio broadcasters' requests for extended hours of operation over the past ten years, Sen. Morse, who heads the Daytime Radio Broadcasting Subcommittee, (part of the Senate Small Business Committee), said:

"I venture to say that some people would not be distressed if many more years should

THREE WAYS TO LOOK AT IT

FUNCTIONALLY, the 1957 NARTB convention is divided into three parts—general association activities, radio and television. In charge of these three functions are NARTB President Harold E. Fellows, who also is board chairman; Herbert L. Krueger, WTAG Worcester, Mass., vice chairman of the NARTB Radio Board, and Kenneth L. Carter, WAAM (TV) Baltimore, vice chairman of the NARTB Television Board. Messrs. Krueger and Carter are co-chairmen of the official convention committee. Here are their views officials, outlining problems and the way programming has been tailored to serve all facets of the membership:

MR. FELLOWS

MR. KRUEGER

MR. CARTER

EVERY BUSINESS has a time for taking stock, a period for checking up on the inventory and for thinking about the past—and the future. Those of us in broadcasting are fortunate in being able, each year, to take stock of our entire industry by participating in the annual convention of the NARTB.

Broadcasters will be busy at this convention. The exhibits of equipment and services—the latest miracles in the electronics field—are worthy of every free hour available.

Outstanding speakers and panels are scheduled for the vitally-important sessions of the management conference, and members of the FCC will be on hand to answer questions at the popular forum which is an annual highlight of this convention.

Some of the nation's best brains in broadcast engineering will be at the conference on that subject which always produces ideas and methods to help broadcasters do a more efficient, economical job.

From it all should come a great strength and prosperity for broadcasting and greater comprehension by the public of broadcasting's role in this country.

RADIO is serving. Radio is prospering. Radio is growing.

The year since the last convention of the NARTB has been marked by increased awareness of the vital role radio occupies in the American way of life and in the overall media picture. The medium has undergone substantial change in many ways, but it has constantly maintained its importance to the public. Today's radio has been aptly described as "the constant, inseparable companion of the American people."

The 1957 convention is not so much a time to review the many accomplishments of the medium or to be self-satisfied with radio's increasing prosperity. Rather, we must continue to probe the many problems that retard the full realization of radio's enormous opportunities. We must give thoughtful consideration to ideas for improving our programming, to increase the effectiveness of our public service, to getting out from under the yoke of measurements that devalue our product, to restoring integrity to our selling tactics, to raising our standards generally. We must incubate bold, radio's greatest hope.

A TOTAL of 475 television stations are on the air today and Americans are receiving their programs on an estimated 42 million sets. There is no more graphic way to describe the growth of television or its importance as a part of the broadcasting industry. This importance also underscores the need for each television member to attend every session designed to equip him better to meet his responsibilities in this rapidly-maturing field.

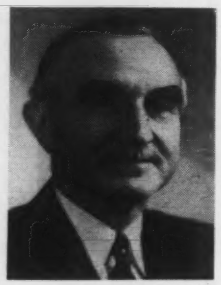
Engineering will look to the future, with emphasis on the latest developments in color telecasting, video tape recording, automation and new equipment.

This year your television management conference will examine among other items the problem involved in management organization planning and direction. This is a field in which more and more knowledge is being gained.

No summary of the convention would be complete without mention of the music licensing committee meeting that will be held at 10 a.m. Thursday for the purpose of appointing an all-industry negotiating committee looking to a new ASCAP contract beginning Jan. 1, 1958.

elapse before a decision is rendered." The senator said he thought the DBA case was "the most apt illustration" of one of the possible dangers to small businessmen when regulatory agencies fail to act on long-standing requests.

Sen. Morse said he intends "to keep an open mind on the issues until all the facts are in" during the scheduled April 29-30 hearings on complaints of daytimers before his special three-man subcommittee. The unit was named last month to investigate DBA complaints that the FCC's failure to act on extending hours of small local stations is discrimination against them in deference to fulltime stations [B•T, March 25]. Other members of the subcommittee are Sen. Alan Bible (D-Nev.) and Sen. Andrew F. Schoeppel (R-Kan.).



SEN. MORSE

The daytimers are seeking extension of hours of operation from the present sunrise-to-sunset limits to from 5 a.m. or sunrise (whichever is earlier) to 7 p. m. or sunrise (whichever is later) [B•T, April 1].

"It is increasingly my view that from all outward appearances the FCC will never be found guilty of partiality towards small business," Sen. Morse declared.

He said that government regulatory agencies more often now are being "taken over" or "captured" by the industry they intend to regulate. That these agencies are greatly influenced by the dominant voices in each industry is also true, he added, although it is difficult for any commission to avoid this.

Sen. Morse listed the principal reasons why regulatory agencies are "captured" by the dominant companies in each industry:

- Top companies account for most of the business in the field.
- They have more money for experimentation, development of new products and techniques, for hiring lawyers and publicists in Washington, who can watch closely the activities of a particular commission.
- Most of these regulatory agencies are handicapped by a shortage of time, of appropriations, and consequently of staffers.
- Commission members naturally "think about the day their terms expire," and their "return to private industry or professional pursuits" is "yet another factor contributing to an agency's subservience to the giants in its particular field."

In Washington, Lee White, counsel to the full Senate Small Business Committee, said tentative plans for the two-day hearings on DBA complaints call for two sessions on April 29 and one the next day.

Testifying on the opening morning will be daytimers, followed by fulltime station officials opposing the DBA requests. On April 30, the special subcommittee plans to hear testimony from one or more FCC members and the Broadcast Bureau.

FTC-CITED FIRMS NONCOMMITTAL

- **Whitehall, Block, Omega cautious in discussing agency charges**
- **NBC-TV says it acted on own in questioning drug commercials**

A CAUTIOUS stand was adopted last week by three advertisers cited by the Federal Trade Commission for alleged false and misleading publication advertising and radio-tv commercials [AT DEADLINE, April 1]. The complaints—first three of what is expected to be a number—were the initial ones to be issued as a result of monitoring by the FTC's Radio-Tv Unit established last October.

Richard G. Rettig, vice president in charge of advertising, Whitehall Pharmacal Co., New York, said he had no comment to make on the complaint against Whitehall, other than it had been turned over to the firm's attorneys. Whitehall was cited by FTC for false claims for its Infrarub and Heet on CBS-TV and MBS.

Block Drug Co.'s Al Plant (advertising manager) noted that he had not yet seen FTC's complaint charging that Omega Oil was falsely advertised. The Omega Chemical Co. mentioned in the complaint is a wholly-owned subsidiary of Block Drug, Jersey City, N. J.

Mr. Plant asserted, however, that quotes in news stories attributed to FTC's complaint on alleged Omega radio commercials appear to be in "error." He said Omega has had no radio commercials this year. As yet, Block has not made a decision as to how it will treat the FTC complaint. He explained that should the company wish to continue the Omega copy line in commercials, it would present then a defense before the commission. How the firm treats the complaint will "depend on whether we want to continue" the advertising in question, he indicated.

Albert T. Hyde, president of The Mentholatum Co., Buffalo, cited for its advertising on behalf of Mentholatum Rub on CBS-TV and NBC-TV, similarly expressed surprise on the evidence presented, noting, too, that "the current campaign is over" and that the last commercial the firm had scheduled in its tv advertising already has been run. He said the matter would be handled by his attorneys.

Mr. Hyde added that so far as he could see the complaint was "charging false advertising" and that his company would "file an answer." All three companies were given 30 days to file answers with the FTC with hearings scheduled for Whitehall June 3 and Omega June 5, both in New York, and Mentholatum June 7 in Buffalo.

Meanwhile, NBC-TV has denied the network was prompted by the FTC monitoring and a liaison policy with the FCC in NBC-TV's suggestion to an unidentified advertising agency that the latter substitute filmed commercials for two drug commercials deemed unacceptable.

Carl Watson, New York manager of NBC-TV's continuity department, explained it that way in a follow-up statement to the NBC-TV action several days ago.

The commercials in question were considered by NBC-TV's continuity acceptance department as being derogatory to a competing product, he said. According to Mr. Watson, New York manager of the department, the correspondence with the agency (on behalf of a drug advertiser) was of "routine" nature. He denied the commercials had been running on NBC more than a year, as had been reported, and asserted the filmed commercials were new and as yet not seen on television.

The NBC action had been made known in the press along with the FTC's charge (both names of agency and client have been withheld) that the FTC-FCC policy was tying up advertisers, and which cited the NBC incident as an example.

At the same time, Mr. Watson emphasized that the network's long-standing policy has been consistent with FTC aims on advertising claims and that the letter to the agency warning about the new commercials pointed out a new element had been injected and might be considered by FTC to be quite clearly in the field of derogation.

The full text of the letter from network continuity acceptance to the agency (with deletions made to hide identity of client and agency):

"Yesterday we received for clearance filmed commercials No. (deleted), No. (deleted) and No. (deleted). Film No. (deleted) would appear to be acceptable with substantiation of the claim.

"At the same time, we want to go on record as deploring the derogation of competitors in film commercial No. (deleted). Pointing out the weaknesses of your competitor's product in order to sell your own, and emphasizing this (phrase deleted) seems to suggest the main purpose of your commercial is to disparage your competitors.

"This technique in our view reflects negatively not only on your own product but is an abuse of advertising tending to destroy believability in all advertising."

FTC Citation May Hurt

Another "routine" paragraph to the effect that "derogation" may result in citation from the FTC was included, with this added:

"With the recent FCC announcement to all radio and tv stations, holding them responsible for advertising content and specifying that FTC action on an advertisement might be weighed against a licensee's renewal, we must retain the right to get back to you requesting a replacement should any complaints result."

It was this last paragraph that led the agency to assert that already the government's monitoring and FCC-FTC coordination was hamstringing the advertisers.

Actually, in the contract between advertiser and network, the latter reserves the right to change any language or content of the commercial if it deems the advertising

Channel 9 is on the way

to

CHARLOTTE

NORTH CAROLINA

Target date: APRIL 28, 1957

FULL POWER

W S O C

NBC TELEVISION ABC

H-R REPRESENTATIVES, INC.

BOMAR LOWRANCE and ASSOCIATES

LARRY WALKER, Exec. Vice Pres. GEORGE HENDERSON, Gen. Sales Mgr.

message to be unacceptable for broadcast.

In the belief that NBC could work out the matter directly and amicably with the agency, however, the routine and "friendly" letter was sent as advice to the client to use a different technique for his own protection.

Mr. Watson expressed "surprise" that a routine matter had received so much attention.

NBC management is final decision maker on the issue of whether the commercials will run. As of last week, no action had been taken.

Agency Group Names Rickard At 25th Anniversary Meeting

C. H. RICKARD of Noyes & Co., Providence, R. I., advertising agency, was elected president of the Continental Advertising Agency Network at its 25th anniversary convention in Palo Alto, Calif., last month. The meeting drew 48 representatives of agencies in the country-wide affiliation. Other officers elected:

William H. Horsley (Pacific National Adv. Agency, Seattle), vice president; Norman Buehling (Fensholt Adv. Agency Inc., Chicago), secretary-treasurer; Sidney M. Weiss (Lewin, Williams & Saylor Inc., New York) and Andrew Carpenter (Dan B. Miner Co., Los Angeles), executive board members. Retiring CAAN President Ward Olmsted (Olmsted & Foley, Minneapolis) becomes chairman of the network, an honorary position.

Outgoing Chairman John Arndt (Arndt, Preston, Chapin, Lamb & Keen Inc., Philadelphia) was presented with a gold wrist watch commemorating his service as a founder of CAAN, as president for 23 years, and chairman for the last two.

The four-day meeting featured creative and management sessions [B•T, March 18] hosted by Long Adv. Inc., San Francisco. CAAN lists 16 member agencies, billing more than $50 million, and serving 27 major markets.

New Caldwell Ad Agency Opens Offices in Chicago

CALDWELL Adv. Inc., owned by Ben P. Caldwell Jr., former co-owner of the now dissolved Van Auken, Ragland & Stevens agency, has opened quarters in Chicago's Wrigley Bldg. and has announced a list of accounts.

Among its accounts Caldwell lists Auto Specialities Mfg. Co., St. Joseph, Mich.; Reynolds Metals Co. (aluminum for automobiles), Louisville, Ky.; Sun Electric Co. (electronic test, gasoline engine electrical equipment), Chicago, and Martin Kelly, Chrysler-Plymouth dealer. Some of these accounts formerly were held by Van Auken, Ragland & Stevens, Mr. Caldwell noted.

Officials for the new agency are John A. Malloy, vice president and creative director; Richard C. Lewis, art director; Dr. Martin J. Maloney, research director; Lloyd Burlingham, farm specialist; Mary Polein, production manager; and Ida E. Wright, design specialist.

Circus Head Lauds Tv-Radio Box Power

TELEVISION and radio last week received credit for substantial increases in box office sales for Ringling Bros. and Barnum & Bailey Circus as the "Greatest Show on Earth" opened Wednesday in New York for a 40-day run at Madison Square Garden prior to its national tour.

John Ringling North this year streamlined the physical operation behind the scenes and revised the format of the program itself to take the show "back to the kids." His "new concept" of circus includes increasing paid radio-tv advertising six-fold. These media heretofore received only an "insignificant" portion of the circus ad dollar, most of which went into print.

According to circus veteran Dick Casper, partner in McKnight Assoc., New York, new agency handling the Ringling account, the results from the new advertising campaign have been immediate. Directed toward children ("each child means three tickets"), the drive opened two weeks ago using participations on 11 kid shows on six tv stations and eight disc jockeys on four radio outlets.

"In three days box office receipts were running 50% higher than previous years," Mr. Casper said. He attributed the increase to the effectiveness of radio-tv and the impact of personal presentation by the radio-tv figures.

Scope of the sales job for the Madison Square Garden stint is seen in fact Ringling must sell 1.2 million tickets in 40 days or make a customer out of every 12th person in the market.

Ringling this year has had double sales job in view of close of the show prematurely in Pittsburgh last July. "We have first had to sell the fact there will be a circus and then sell tickets," Mr. Casper explained.

Mr. Casper praised network and local station "editorial" support and coverage of the big show. He noted broadcasters' cooperative spirit recognizing the circus as a newsworthy historic community institution rather than commercial venture.

Ringling's road tour this season will be extended to at least 40 weeks and will cover most major markets. Following New York success, radio-tv will be bought locally, sometimes in cooperation with local arena operators since the show is "hard top" this year rather than canvas. McKnight Assoc. will coordinate.

Mr. Casper said the circus has not been hurt at all by exposure of circus acts on tv. "It only whets the appetite for going to see the show live," he said.

RESULTS of the first radio campaign in 15 years for Thomas J. Leeming & Co. are evaluated by (l to r) Charles Junod, sales and advertising manager of Leeming; Gordon Hayes, general manager, CBS Radio Spot Sales, and Adlai Hardin, vice president and account supervisor for William Esty Co. The sponsor conducted a 13-market radio saturation campaign for Silk 'n Satin, Ben Gay and Pacquins.

Lorillard Tests 'Newport' Cigarette; Revamps Ad Plans

LEWIS GRUBER, president of P. Lorillard Co., told the annual stockholders meeting in New York Tuesday that the company (1) is market testing a new long-size menthol-cooled filter cigarette named Newport, (2) has evolved a new sales and advertising "master plan" and (3) has "reappraised every phase of our advertising" and begun completely new campaigns for Old Gold filters and Kents.

He said the new Newport is being test marketed "purely as an experiment" and "whatever we do with this product will in no way detract from our intense campaign to improve the position of Old Gold and Kent cigarettes."

New advertising programs, he stated, include Old Gold sponsorship of outstanding Hollywood films (NTA Film Network); large numbers of new Old Gold and Kent radio and tv spots; a saturation campaign for Kent through radio network participation commercials over more than 800 stations—in addition to the company's major tv network programs, the Jackie Gleason show and the *$64,000 Challenge*.

Mr. Gruber said the company's sales and earnings were both up in the first two months of 1957 compared to the same period a year ago. He did not disclose figures but said the upturn was paced by Kent and Old Gold filters.

Lennen & Newell, New York, is agency for Old Gold filters and Young & Rubicam handles the Kent cigarettes.

Miles Labs Co-Sponsors ABC-TV's Wednesday Fights

PURCHASE of ABC-TV's *Wednesday Night Fights* by Miles Labs Inc. (Alka-Seltzer, One-A-Day Brand Vitamins), Elkhart, Ind., as co-sponsor with the Mennen Co., was announced Monday by James W. Beach, vice president in charge of the network's central division.

Miles replaces Pabst Brewing Co. effective June 5, with a 52-week contract placed through Geoffrey Wade Adv., Chicago. Miles' entry in the fight tv picture marks the start of a new two-year agreement completed by ABC and the International Boxing Club. Miles and Mennen will alternate rounds of each match.

STATE CAPITOL of Georgia, near the heart of downtown Atlanta, capital city and hub of the Southeast's No. 1 market. Also located in Atlanta and likewise famous on the Georgia scene is WAGA-TV, the state's leading television station. With a coverage extending over 60 counties, its tallest tower and maximum power give WAGA-TV a special place under the Georgia sun.

CHANNEL 5 ATLANTA
waga·tv
CBS

A STORER STATION

STORER BROADCASTING COMPANY SALES OFFICES
NEW YORK—625 Madison Ave. • CHICAGO—230 N. Michigan Ave. • SAN FRANCISCO—111 Sutter St.

Represented Nationally by THE KATZ AGENCY, Inc.

In the sports world, trophies mean you're in the big time.

In radio, a consistent record of successful selling is the only big-time "trophy" that shows. And CBS Radio Spot Sales holds that record. It successfully represents top stations in fourteen major markets. These stations bring their microphones to many important sports events. And with them come large, dependable and responsive audiences.

But audiences aren't our only fans. Last year over 200 advertisers went to the sports fields with CBS

Radio Spot Sales. They advertised everything from cakes and coal to hand lotions, insurance and hardware. Every product received merchandising assists from the local stations. Every product became a winner.

Get your product up for sale in the big time. If you place your sports orders now for summer, fall or winter you'll get all the exploitation extras offered by our stations. For details call CBS Radio Spot Sales.

*CBS Radio Spot Sales represents: WCBS, NewYork · WBBM, Chicago · KNX, Los Angeles · WCAU, Philadelphia · WCCO, Minneapolis-St. Paul · WEEI, Boston · KMOX, St. Louis · KCBS, San Francisco · WBT, Charlotte · WRVA, Richmond · WTOP, Washington · KSL, Salt Lake City · KOIN, Portland, Ore. · WMBR, Jacksonville · Columbia Pacific Radio Network · Columbia New England Radio Network.

CBS RADIO SPOT SALES

P&G Renews 2 NBC-TV Shows; S. C. Johnson, Others Sign

NEW advertiser sales and a Procter & Gamble renewal of two programs on NBC-TV were reported last week.

S. C. Johnson & Son (waxes, polishes and other products) signed for 52 weeks for *Steve Allen Show* (Sundays, 8-9 p.m. EST), starting July 7, on an alternate week basis. Needham, Louis & Brorby is Johnson's agency. NBC-TV also reported a sold out basis through the end of June for *Masquerade Party* (Wednesdays, 8-8:30 p.m. EST) and renewal by Procter & Gamble of two shows, *The Loretta Young Show* and *This Is Your Life* for 52 weeks and seen respectively Sundays (10-10:30 p.m. EST) and Wednesdays (10-10:30 p.m. EST).

The *Young* program renewal is effective July 7, the *Life* contract, Sept. 25. The first show has been sponsored by P & G for the past four seasons, and this will make the fourth year it has been associated with *This Is Your Life*—co-sponsor at first and full sponsorships since April of a year ago. Benton & Bowles is the P&G agency.

Advertisers now for *Masquerade:* Associated Products Inc. previously announced as alternate-week sponsor; Beacon Co. (Beacon wax), through Mina Lee Simon Adv. agency, which is sponsoring two programs; Park & Tilford Distillers Corp. (Tintex), via Emil Mogul, for three shows, and Knomark Mfg. Co. (Esquire boot polish), also through Mogul, for three shows.

Midas Enters Network Radio As ABC News Co-sponsor

MIDAS Muffler Co., making its first use of network radio, has signed to sponsor ABC Radio newscasts, it was announced last week by George Comtois, vice president in charge of sales for the ABC Radio Network.

Campana Sales Co. and Charles E. Hires Co. also have signed as ABC radio sponsors and Sterling Drug Inc. has renewed sponsorship of *My True Story* segment, Mr. Comtois announced.

Midas Muffler will co-sponsor *ABC Late News* (Mon.-Fri., 6:30-6:35 p.m. EST) with R. J. Reynolds Tobacco Co. starting today (Mon.). Bozell & Jacobs Inc. is agency.

Campana Sales Co. will sponsor *My True Story* (Mon.-Fri., 10-10:30 a.m.) on Mondays, 10:20-10:25 a.m. on April 1 and 8, and Don McNeill's *Breakfast Club* (Mon.-Fri., 9-10 a.m.) on Mondays 9:05-9:10 a.m. starting April 15 for Ayds, Italian balm and Lotion spray. Erwin, Wasey & Co. Inc. is agency.

Charles E. Hires Co. will co-sponsor the *ABC Late News* (Mon.-Fri., 7:55-8 p.m.) with the R. J. Reynolds Tobacco Co. beginning April 29 through N. W. Ayer & Son Inc. for Hires root beer.

Sterling Drug Inc., has renewed its sponsorship of *My True Story* segments on Wednesdays and Fridays, 10:05-10:10 a.m. for Phillips' milk of magnesia toothpaste. Dancer-Fitzgerald-Sample Inc. is agency.

B•T PROMOTIONS

FRED FITZGERALD, news editor of BROADCASTING • TELECASTING for nearly ten years, has been promoted to senior editor. He joined B•T in October, 1935, and has served the magazine continuously since then, except for World War II service in the Air Corps.

Donald V. West, assistant to the managing editor, succeeds Mr. Fitzgerald as news editor. Harold Hopkins, assistant editor, becomes associate editor in charge of copy.

Purpus Sees Radio Upsurge As Retailers Learn Benefits

A GREAT upsurge in radio advertising by small retailers was predicted last week by Rudolph F. Purpus, president of Local Trademarks Inc., New York, who called local radio "a medium of the future" and pointed out more and more retailers are turning to radio advertising as they learn how inexpensive, yet effective, it can be.

Speaking to a group of honor advertising students from 59 colleges and universities attending the seventh annual Inside Advertising Week in New York, Mr. Purpus asked, "I wonder if you are conscious of the re-birth of a medium most of us thought was on its way out just a few short years ago?" He noted that while television has captured the big shows and the public attention, radio has become the companion medium, the place for information and on-the-spot entertainment.

Mr. Purpus cited the number of radios owned in the nation, especially in automobiles, showing how these factors make local stations an excellent medium for local merchants. "Radio listening patterns have changed," he said, "and businessmen have got to be convinced with facts and figures that the medium is very much alive.

M. S. Lachner to Address Premium Adv. Assn. Meeting

MARSHALL S. LACHNER, president of Pabst Brewing Co., will speak at the Premium Adv. Assn. of America conference during the National Premium Buyers Exposition in Chicago tomorrow (Tuesday), it has been announced.

Subject of Mr. Lachner's talk will be, "Plan the Sale When You Plan the Promotion." Other speakers are Ralph O. Nims, vice president-marketing for Canada Dry Ginger Ale Inc., and Horace W. R. Barry, merchandising manager of Nestle's Co. Inc.

The exposition is being held at Navy Pier today (Monday) through Thursday with Premium Industry Club awards highlighting the event Wednesday. More than 300 leading manufacturers and suppliers are expected to participate as exhibitors. Premium industry is now claimed to be a $2 billion business.

Monarch, Rayco Announce Major Spring Spot Drives

TWO major spot announcement spring campaigns get under way this week on behalf of Monarch Wine Co., Brooklyn, N. Y., and Rayco Auto Seat Covers Inc., Paterson, N. J. Emil Mogul Co. is the agency for both Rayco and Monarch.

Rayco yesterday (Sunday) began the first phase of a double-barreled radio-tv spot campaign which by May will blanket 60 top markets via 50 radio and 60 tv stations. First phase will be on behalf of Orispun seat covers and Oritex convertible tops and the second for Vinysan clear plastic seat covers, starting in early May.

The Mogul agency currently is preparing three new one-minute and 20-second spot filmed commercials, to be "educational" in scope, i.e., telling new car owners of the practicality of seatcovers, as well as "competitive." By mid-May, the spots will be seen 20 times a week on the 60 stations. The radio spots, also aired 20 times a week, will present the familiar "Ride With Pride With Rayco" theme.

Starting today, Monarch Wine Co. will enlarge its present radio-tv spot campaign to approximately 100 tv stations and 200 radio stations. The figure may vary since additional buys may be considered. Object is to gear Manischewitz Wine advertising to the coming Passover holidays.

Gribbin, Feldman, Rubicam In Y&R Copy Dept. Posts

SEVERAL changes have been made in the copy department of Young & Rubicam, New York, it was announced last week by S. S. Larmon, president.

George Gribbin, senior vice president, continues as head of the department, composed of commercial and publication copy operations. Charles Feldman, director of commercial copy and production, becomes copy director and will assist Mr. Gribbin in over-all responsibility for quality of print copy and commercials, Harry Rubicam, associate copy supervisor, has been named business manager of the department.

Four copy directors have been appointed and will work with Mr. Gribbin and Mr. Feldman, dividing among them top copy responsibilities both in print and commercials. These include Robert Work, who has been a vice president of Young & Rubicam, William Colihan, Hanley Norrins and Mary O'Meara, who have been made vice presidents of the agency.

Tilds & Cantz Sponsors Show

TILDS & CANTZ Advertising, Los Angeles, has become a sponsor as well as an agency, buying two quarter-hours a week (Monday and Thursday, 7:45-8 p.m.) on KABC-FM Los Angeles on its own behalf. The program, *American Showcase,* features recordings of top broadway show tunes. Commercials tell the story of the role played by advertising in general, agencies in particular, in the development of the nation's expanding economy. Contract began April 1, will run for an initial 13 weeks.

FIRST THINGS FIRST...

and
in denver
it's KBTV
channel **9**

First in quarter hour leads or percentage of audience*... during the most important time classification. Sign on to 10:00 P.M. Monday through Friday

Represented by
Peters, Griffin, Woodward, Inc.

*Jan. 1957 ARB

JOHN C. MULLINS, President • JOE HEROLD, Station Manager
1089 Bannock • Dial TAbor 5-6386

Pabst Appoints Dillingham To Head Hoffman Beverage

APPOINTMENT of William O. Dillingham as president of Hoffman Beverage Co. was announced last week by Marshall S. Lachner, president of the parent Pabst Brewing Co.

Mr. Dillingham continues as executive vice president of Pabst, succeeding Mr. Lachner, and will concentrate as fulltime president "responsible for profitable administration of sales and production" for the east coast soft drink firm. Hoffman agency is Grey Adv. Inc., New York.

Meanwhile, Pabst executives were reported Thursday to be still evaluating presentations for a possible change of agencies, with decision expected this week. Leo Burnett Co., incumbent agency, is vying with seven other companies for the $6-7 million account.

Emerson Drug Plans Tv Spots

EMERSON Drug Co. Div., Warner-Lambert Pharmaceutical Co., is understood to be planning an extensive tv spot campaign starting in early May on behalf of "Fizzies," a new candied tablet which instantly converts a glass of water into a fruit-flavored drink. Introduction of "Fizzies" will mark Emerson's first entry into the non-drug field. The campaign is being handled through Lennen & Newell, New York.

PM Sponsors 'Mike Wallace'

AFTER months of looking for a suitable title, ABC-TV and Philip Morris Inc., New York, have come up with *Mike Wallace Interviews* for the new weekly 30-minute celebrity "cross-examination" show starting April 28. For Philip Morris Inc., it will mark a return to network tv after an absence of several years. It last backed the *I Love Lucy* series on CBS-TV in 1955. Agency for PM is N. W. Ayer & Son, New York.

William Rankin Dies at 79

FUNERAL services were held Wednesday at St. Thomas Episcopal Church, New York, for William H. Rankin, 79, retired advertising executive, who died March 30 at Wingdale, N. Y. Mr Rankin, credited with being among the first creators of sponsored radio programming, headed his own agency many years ago. It serviced, among other accounts, American Tobacco Co., Goodrich Rubber Co., General Cigar Co. and Lipton's Tea.

Big Radio Returns for Sheepmen

A SATURATION radio campaign of 30-second spots on five Los Angeles radio stations—KBIG, KFAC, KLAC, KMPC and KPOP—is credited by Hunter & Willhite Advertising, Los Angeles, for an unprecedented demand for all cuts of lamb at prices which brought sheep growers their largest dollar return in history. H&W placed the campaign for the American Sheep Producers Council, Denver. The theme, "Lamb's your meat" concluded all commercials, each stressing a different cut of lamb as a good main dish, and also was used in singing jingles.

Tidy House Moves to Ludgin

TIDY HOUSE Products Co. has severed a 15-year association with Buchanan Thomas Adv. Co., Omaha, and moved its $1 million, five-product account to Earle Ludgin & Co., Chicago, effective Aug. 1.

Until recent months a heavy regional radio advertiser, with about 90% of its budget in the aural medium, Tidy House currently divides its budget about 50-50 between print and broadcast media, it was reported.

Sunbeam Eyes Football, 'Como'

SUNBEAM Corp., Chicago, through Perrin-Paul Co., confirmed last week it is dickering with NBC-TV for one-quarter sponsorship of National Collegiate Athletic Assn. national and regional football telecasts and one-third of the *Perry Como Show* this fall.

The football buy would be similar to last year's when Sunbeam purchased parts of the national and regional tv schedules, divided in 1957 into nine and four games, respectively.

Sunbeam sponsorship of the Como series comes up for renewal in September, with likelihood it will buy 16 or 17 one-third segments on an irregular schedule.

NETWORK NEW BUSINESS

Miller Brewing Co. has purchased half of new full-hour *All Star Golf* film series on ABC-TV, starting Oct. 5. Agency: Mathisson & Assoc., Milwaukee.

Mishawaka Rubber & Woolen Mfg. Co. (women's footwear), Mishawaka, Ind., buys two weekly five-minute segments of ABC Radio *Don McNeill's Breakfast Club,* Mon.-Fri., 8-9 a.m., for 13 weeks. Agency: Campbell-Mithun Inc., Chicago.

Bridgeport Brass Co. (Good-Aire air refresher, Slug-A-Bug insecticide, Bug Bomb and other products) has purchased four weekly segments of *When A Girl Marries* (Mon.-Fri., 10:30-10:45 a.m. EST) on ABC Radio. Agency is Hazard Adv., N. Y.

Sleep-Eze Co., Long Beach, Calif., purchased participations in Mon.-Fri. 8-8:25 p.m. mystery block on Mutual and renewed national participations in Gabriel Heatter's newscasts weeknights at 7:30-7:45 p.m. on same network. Agency: Milton Carlson Co., L. A.

Royal McBee Corp., manufacturer of business machines, will join Helene Curtis Industries in co-sponsoring three of four evening programs of *Washington Square* series on NBC-TV. Royal will sponsor first half hour of show on following dates: Thursday, May 9, 9-10 p.m.; Monday, May 20, 9:30-10:30 p.m., and Tuesday, June 4, 8-9 p.m. In addition to co-sponsorship of three programs, Helene Curtis Industries will sponsor final presentations of show on June 13, 8-9 p.m. Young & Rubicam, N. Y., is agency for Royal and Earle Ludgin represents Helene Curtis Industries.

AGENCY APPOINTMENTS

Magnavox Co. reappoints Maxon Inc., Chicago and Detroit, to handle its advertising account. Maxon handled Magnavox for about 13 years before account switched in November 1955 to Foote, Cone & Belding, N. Y.

Lanolin Plus Inc. appoints John W. Shaw Adv., Chicago, for its new line of products in fragrance field.

Genesee Brewing Co., Rochester, N. Y., appoints Marschalk & Pratt, N. Y.

Grand Rapids Furniture Makers Guild appoints Cunningham & Walsh, Chicago.

ACTIVITY

HOW PEOPLE SPEND THEIR TIME

THERE WERE 122,378,000 people in the U. S. over 12 years of age during the week, March 23-30. This is how they spent their time:*

68.5%	(83,829,000) spent	1,795.4 million hours	WATCHING TELEVISION
54.6%	(66,818,000) spent	959.8 million hours	LISTENING TO RADIO
81.9%	(100,282,000) spent	432.9 million hours	READING NEWSPAPERS
27.5%	(33,654,000) spent	160.9 million hours	READING MAGAZINES
24.8%	(30,350,000) spent	283.3 million hours	WATCHING MOVIES ON TV
23.5%	(28,796,000) spent	120.9 million hours	ATTENDING MOVIES

These totals, compiled by Sindlinger & Co., analysts, Ridley Park, Pa., and published exclusively by B•T each week, are based on a 48-state, random sample of 7,000 interviews (1,000 each day). Sindlinger's monthly "Activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audience between each specific medium. Copyright 1957 Sindlinger & Co.

• All figures are average daily tabulations for the week with exception of the "attending movies" category, which is a cumulative total for the week. Sindlinger tabulations are available within 2-7 days of the interviewing week.

KRON is TV in SF

San Franciscans are sold on KRON-TV

GOLDEN GATE PLAYHOUSE
3-5:30 PM M-F
AVAILABLE

S. F. CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD

★ ★ HARVEY YOUNG ★ HAROLD PARISE ★ BOB MacCAUSLAND ★ JIM HAWKINS ★ AL KE

ELROY McCAW ★ VIRGINIA MITTENDORF ★ BILL WALBRIDGE ★ HOWARD DAUBEN MEY

★ MITTY MITTENDORF ★ GUY MAIN ★ BILL WOLAVER ★ RUSSELL BROWN ★ FIN HOLLING

GREG VAN CAMP ★ BOB FERGUSON ★ RED JENKINS ★ BLANCHE BARNETT ★ ROG SHAF

★ ★ AUGIE MEYER ★ TOM CHAUNCEY ★ MAC McCREADY ★ BURTON BISHOP ★ JOHN SCH

NEED SMITH ★ MARTHA EGAN ★ MARYANNE CASEY ★ STUFF STUFFLEBAM ★ MAC McCREA

★ ★ AL KERR ★ CHUCK GAY ★ FRANK CARMAN ★ HARRY BUTCHER ★ ★ JACK CHAPMA

JOE GAMBLE ★ SHIVE SHIVELY ★ ALAN TINDAL

★ LEO JYLHA ★ GUY CORLEY ★ ALLEN SIMMONS

HART CAMPBELL ★ "D" DIRKS ★ TOM HENNESSY

★ ★ DAVE MENDELSOHN ★ JIM WOODRUFF, JR.

RIDLEY BELL ★ JOE O'DANIEL ★ FERRIS TRAYLOR

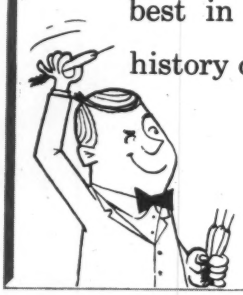
★ ROG SHAFFER ★ BILL WALBRIDGE ★ "D" DIRKS

J. B. FUQUA ★ CHUCK SMITH ★ ELROY McCAW

★ JOHN SCHILE ★ MARTHA EGAN ★ CHUCK GAY

COLIN SELPH ★ BILL PUTNAM ★ HARVEY YOUNG

★ CHARLIE BELL ★ CARL FOX ★ KELLY MADDOX



To all those stations and their management personnel who have helped us make the past twelve months the biggest and best in the twenty-one year history of our company, we ex-

GEORGE P.

BOB MOODY ★ LEO HOWARD ★ HOWARD DAUBEN MEYER ★ GUY MAIN ★ WALTER BRIDG

★ ★ MORGAN MURPHY ★ ALLEN WANNAMAKER ★ FIN HOLLINGER ★ ★ FRANK MAYBO

GARY FERRISE ★ KARL O. WYLER ★ ED ALLEN ★ DEAN SEATON ★ BETTY HAYTER MILT HA

★ WALTER GRAHAM ★ RUSS RAU ★ RUSSELL BROWN ★ JOHN MORTON ★ DICK MONAHA

JOHN SHAHEEN ★ ART TOLCHIN ★ LOUIS DRAUGHON ★ VICTOR KNAUTH ★ HAROLD VIG

★ WALTER BRIDGES ★ BILL MURRELL ★ JOHN SAVAGE ★ DAN KOPPS ★ ★ CARLTON BROW

MILT GEORGE ★ BURTON BISHOP ★ VERN FLAMBO ★ BOB STANFORD ★ ★ FRANK SUMRA

★ ★ GEORGE CLINTON ★ TOM CHAUNCEY ★ HAL MEYERS ★ MEL WHEELER ★ LEO HOWA

JACK McLEAN ★ WALT DENNIS ★ ARTHUR DETERS ★ KARL O. WYLER ★ JIM WOODRUFF,

LL MULLEN ★ DICK DARBY ★ HAL MEYERS ★ HANK WILCOX ★ JOHN CLARK, JR.

OHN MORTON ★ GENE FLAHERTY ★ HARRY BABB ★ WALTER STILES ★ GENE CHENAULT ★

ARRY BUTCHER ★ FRANK MAYBORN ★ FRANK GENTRY ★ FERRIS TRAYLOR ★ KELLY MADDOX

ERRY ALLEN ★ HAROLD VIGUE ★ WALTER BROWN ★ JACK CHAPMAN ★ LEE GORMAN ★ ★

ESTER COX ★ FRANK SUMRALL ★ MARYANNE CASEY ★ FRANK CARMAN ★ DOUG MANSHIP

EN MORTON ★ BERNIE WATERMAN ★ BETTY HAYTER ★ STAN MOUSE ★ TOM HENNESSY ★

ORGAN MURPHY ★ PHIL ALLEN ★ ED JANSEN ★ BOB RICH ★ J. H. BONE ★ JIM FERGUSON

JOHN SHAHEEN ★ LEN DAVIS ★ BILL BENNETT ★

ED JANSEN ★ WALTER BROWN ★ TOM WARNER

KNOX LaRUE ★ ★ MILT deREYNA, JR. ★ ★ ★ ★

WALT DENNIS ★ MEL WHEELER ★ HERB WIXSON

GENE FLAHERTY ★ LEN DAVIS ★ WADE ALLEY ★

TERRY ALLEN ★ JACK McLEAN ★ DEAN SEATON

J. H. BONE ★ GARY FERRISE ★ DICK MARTIN ★

DOUG MANSHIP ★ FRED BEARD ★ SQUASH KELLY

HENRY WHITE ★ ★ ALLEN WANNAMAKER ★ ★

TOM WARNER ★ ED ALLEN ★ ★ DALE TAYLOR

HERB EVANS ★ LEO JYLHA ★ HANK WILCOX ★ LESTER COX ★ PHIL ALLEN ★ DAN KOPPS ★

RANK GENTRY ★ FRED BEARD ★ DAVE MENDELSOHN ★ VERN FLAMBO ★ LOUIS DRAUGHON

ENE CHENAULT ★ CARL FOX ★ GUY CORLEY ★ STUFF STUFFLEBAM ★ VICTOR KNAUTH ★ ★

ERNIE WATERMAN ★ PETE CAHILL ★ KEN MORTON ★ DICK MONAHAN ★ BOB STANFORD

IRGINIA MITTENDORF ★ BILL BENNETT ★ HARRY BABB ★ BUCK WYLER ★ ART TOLCHIN ★

ITTY MITTENDORF ★ BILL GROVE ★ ROY CHAPMAN ★ CARLTON BROWN ★ JOHN SAVAGE

EED SMITH ★ BILL MULLEN ★ BOB MacCAUSLAND ★ ALLEN SIMMONS ★ BILL MURRELL ★ ★

WALTER GRAHAM ★ ★ MILT deREYNA, JR. ★ BUCK WYLER ★ ROY CHAPMAN ★ BILL GROVE

MILT HALL ★ PETE CAHILL ★ ALAN TINDAL ★ BOB RICH ★ DICK DARBY ★ RUSS RAU ★ ★ ★

heir
who
past
and
year
e ex-

tend a blanket invitation to
our headquarters (Suite 2200)
at the Hilton Sunday April 7th
through Thursday April 11th.

P. HOLLINGBERY CO.

San Francisco • Detroit • Atlanta • Seattle
New York • Chicago • Los Angeles

A&A PEOPLE

Miles C. McKearney, vice president, Foster & Davies Inc., Cleveland, Ohio, elected member of board of directors and appointed to agency's executive committee.

Harry W. Witt, vice president of Calkins & Holden's L. A. office, to Reach, McClinton & Co. as head of Western office.

Harold E. Wilson, vice president in charge of sales at Swift & Co., Chicago, placed in charge of advertising, merchandising service, sales planning and consumer packaged frozen foods.

Sam Fink, art supervisor, Young & Rubicam, N. Y., named vice president and head of art department in Y & R's Chicago office, succeeding **William Johnston,** resigned.

John Malone Jr., vice president-account supervisor, Roy S. Durstine Inc., and **Michael A. Spano,** creative head, J. M. Korn & Co., Phila., to Don Kemper Co., Dayton, Ohio, as vice president and creative director, respectively.

Frederick C. Bruns, former vice president and director of Ruthrauff & Ryan, elected vice president and chairman of plans board of Bermingham, Castleman & Pierce, N. Y.

MR. BRUNS

Barbara Bender, group supervisor, William Esty Co., N. Y., to Grey Adv., same city, as copy group chief.

John F. Coneybear, public relations consultant, named radio-tv director of Edward Gottlieb & Assoc., N. Y., succeeding **Joseph Daly,** now account executive with firm.

Margaret Harrison, Gaymore Co. (book distributor), to BBDO, N. Y., as assistant to sales promotion director of marketing department.

Gale M. Spowers, account executive, William Barber & Co., Colorado Springs, to Galen E. Broyles Co., Denver, in similar capacity.

Blair Walliser, N. Y. radio-tv representative, John W. Shaw Adv., Chicago, named account executive in addition to his present duties.

Phil Dexheimer, formerly president and general manager of KFXM San Bernardino, has joined Raymond R. Morgan Co., L. A., as account executive in charge of service and development on specific accounts and broadcast properties.

W. Denning Harvey, account executive, Kenyon & Eckhardt, N. Y., since 1954, has been selected a vice president.

LOEW'S TO IRON OUT FILM SALE POLICY

- **Vogel to Speak at Chicago**
- **Problem: Justice Dept. Suit**

POLICY on the future of negotiating position with stations on its Metro-Goldwyn-Mayer feature film library was expected to be formed in Chicago last week by Loew's Inc. just before the NARTB convention.

The tv problem—directly stemming from a government suit filed two weeks ago in New York charging Loew's Inc. with block-booking MGM features to tv stations [B•T, April 1]—is but one policy matter that was to be worked on by Loew's top executives in the Chicago meeting.

High point in the meeting actually was the slated appearance of Loew's President Joseph R. Vogel who was to outline production plans of the motion picture firm to sales people from all over the U. S.

The Justice Dept. had charged that Loew's had refused to sell less than the entire package since it began to sell its backlog of more than 700 pre-1948 MGM features to tv last year, noting that Loew's licensed its package to many tv stations in many different markets and that the film company had acquired 25% interests in tv stations as payment for the features.

As of late Thursday, it was asserted that Loew's was expecting its MGM-TV division to be "selling" features at the convention. No confirmation of this report was forthcoming, however.

Up to that time, MGM-TV officially was holding to a "no comment" position, pointing out that the company's lawyers were studying the Justice Dept. complaint.

Other distributors of major Hollywood film products took a similar tack, unwilling to comment or jeopardize their position until their attorneys had fully apprised them of the details in the Justice Dept. suit and its possible effects on their operations.

Film buyers questioned generally threw the shoe back to the distributors feeling that this was a problem for them and the government to work out. One buyer said his station (a big user of film product in New York) would continue to purchase film as it always has, in packages, per picture or pictures, depending on the "existing situation and many things at the time."

Though not one of the distributors would talk "on the record," it generally was indicated that not one of them was block-booking films as described in the government allegation, but each of the buyers and distributors who talked about the suit, emphasized the "problem" hinged on "price."

Several representatives of distributors of feature films reported that the standard contract gives the station the right to purchase as few pictures as they need or desire. However, stations insisting on a few pictures would be required to pay well above the asking price for the average of a package.

One spokesman claimed that block-booking as applied to the motion picture field cannot be extended to feature films. He pointed out that both the station and the sponsor require continuity of product, so that a quantity of features is required. Similarly, he added, if the feature film sales policy is construed as block-booking, this same charge could be applied to syndicated half-hour films, wherein the station or sponsor buys in cycles of 13, 26, or 39 weeks.

An independent station spokesman acknowledged that most non-network stations would prefer to buy only the outstanding pictures from a library, but realize this is not realistic from the distributor's point of view. In any event, most independent operators are aware that the price for desired films would skyrocket, if extracted from a large package.

NTA to Recapitalize For Added $8 Million

STOCKHOLDERS of National Telefilm Assoc., New York, last Thursday approved a plan to raise up to $8 million through an issue of debentures convertible in common stock of the corporation.

Shareholders approved resolutions granting an increase in common shares of NTA from one million to two million and conferring conversion rights on any notes or debentures that may be issued up to the amount of $8 million. It was reported the company's board of directors would begin work shortly on details of the debenture issue. It is expected that Bache & Co., New York, will underwrite the offering.

Ely A. Landau, NTA president, told stockholders the financing is needed to maintain the company's growth potential, with funds to be used to "retire certain short-term indebtedness and meet certain commitments in connection with the acquisition of motion picture product."

Simultaneously with the financing plans, NTA last week launched the NTA film network on a "sold-out basis," with Hazel Bishop Inc., New York, and the Sunbeam Corp., signing as alternate week sponsors of the remaining 10% segment of the one and one-half hour weekly feature film presentation. Raymond Spector Co., New York, and Perrin-Paus Co., Chicago, are the agencies for Hazel Bishop and Sunbeam.

Hazel Bishop and Sunbeam are sponsoring the programming, *Premiere Performance,* on 126 stations. Earlier the Warner-Lambert Pharmaceutical Co. and P. Lorillard Co. (Old Golds) had signed for 69% and 30%, respectively, of the weekly programming on 133 stations.

CBS Film Sales Plan Working

A NEW discount structure set up six weeks ago by CBS Tv Film Sales and called "The Six Star Plan," which enables stations to earn a discount up to 50% based on the number of half-hours per week the station programs CBS Film shows, has resulted in sales of over $250,000 since its start, Thomas Moore, general sales manager of CBS Film announced last week.

Stations using the plan are KVDO (TV) Corpus Christi, Tex., WCKT (TV) Miami, WTVY (TV) Dothan, Ala., WOI-TV Ames, Iowa, WPIX (TV) New York and WTTG (TV) Washington.

Now... you can call Hollywood for a dime!

...and it's Warner Bros. Television that answers!

Yes, it's the new Warner Bros. Television office in New York—planned especially to help you produce better Television Commercials . . . better Industrial and Special Purpose films.

Here in New York, for the first time, is the short cut to Warner Bros. know-how, quality, technical and creative ability. The vast facilities of the world's most modern motion picture studio as close to you as your own telephone.

Think of it . . . your TV Commercials, your Industrial and Special Purpose films can make use of Warner Bros. facilities . . . famous for the finest color in the industry . . . the company which has developed such processes as the exclusive new "Ultra-Violet Background Matte," the most important picture-making contribution in years.

Remember, everything and anything at Warner Bros. California is available to you at Warner Bros. New York. It's like having a direct wire to the twenty-one sound stages, the ten miles of streets and exterior sets, the versatile, imaginative animation, industry acclaimed sound—all the facilities that have made the name Warner Bros. synonymous with film leadership!

Joseph D. Lamneck, Warner Bros. Television
321 West 44 Street, New York 36, N. Y.

*In Chicago, dial Harrison 7-6052
Burton A. Neuburger, Warner Bros. Television
1307 S. Wabash Ave., Chicago 5, Ill.

Take a pencil and

In each market only one show can rank first, second*, or third. 18 times 3 equals 54 possible chances to win, place or show.

*Except in Chicago, where a Net. B show ties a Net. C show

ABC-TV wins places or shows 20 times
Net. B-19 times Net C-15 times

Give 3 points to the top show in each market, 2 points to the second show, 1 point to the third show.

ABC-TV: 8 firsts 7 seconds 5 thirds--45 points
Net B: 3 firsts 6 seconds 10 thirds-31 points
Net C: 7 firsts 6 seconds 2 thirds--35 points
ABC-TV wins

Try this! Give first place 3 points. Second place *3 points!* and third place *3 points!*

ABC-TV: 8 firsts 7 seconds 5 thirds 60 points
Net B: 3 firsts 6 seconds 10 thirds--57 points
Net C: 7 firsts 6 seconds 2 thirds 47 points
ABC-TV still wins

Compare ABC-TV with Nets. B and C in terms of the top *five* shows

ABC-TV	Net. B:	Net. C
8 firsts	3 firsts	7 firsts
7 seconds	6 seconds	6 seconds
5 thirds	10 thirds	2 thirds
4 fourths	11 fourths	3 fourths
5 fifths	10 fifths	4 fifths
29 wins	40 wins	22 wins

you can't win em all

PLAY RATE-O

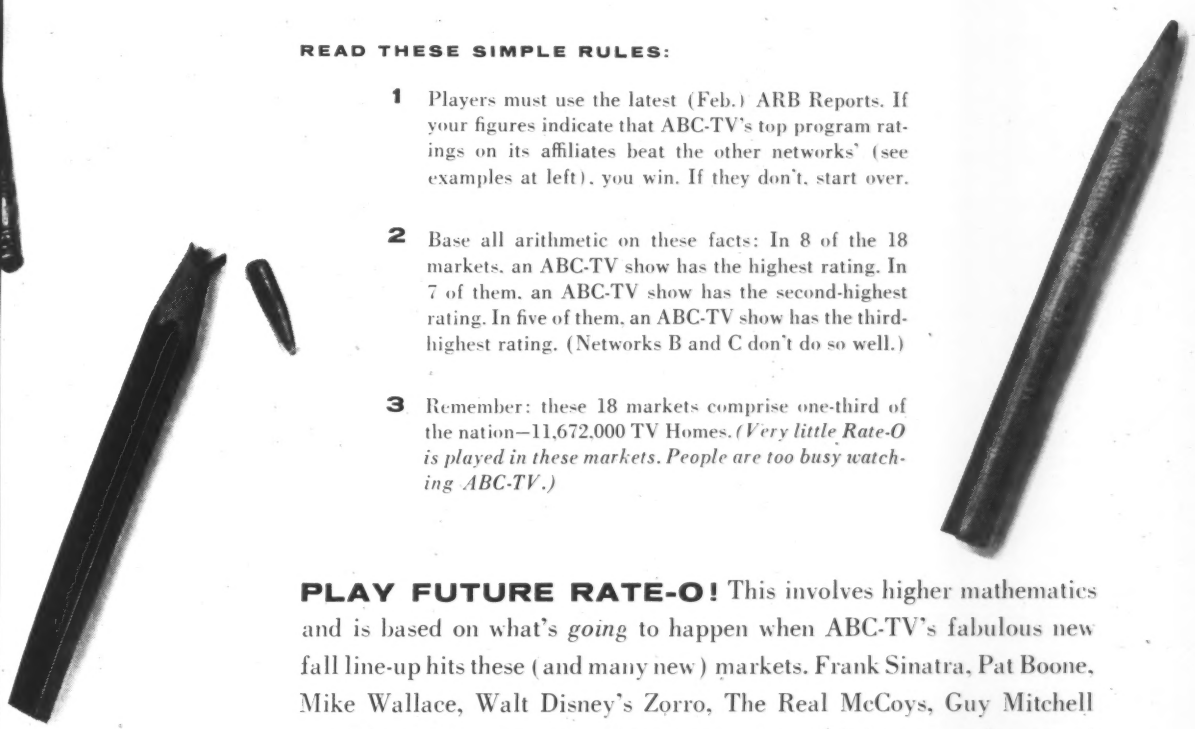
Rate-O (sounds like Plato) is the exciting TV rating game that's sweeping the industry. Any number can play. If you can add, multiply and divide, you're ready for Rate-O. Throw Rate-O parties. Start Rate-O clubs. It's fun. It's educational. It's the best way to find out exactly how ABC-TV rates *in the eighteen ARB February-rated 3- or 4-channel markets where all networks have equal or comparable facilities.* So, don't just stand there . . . sit down and play Rate-O!

READ THESE SIMPLE RULES:

1. Players must use the latest (Feb.) ARB Reports. If your figures indicate that ABC-TV's top program ratings on its affiliates beat the other networks' (see examples at left), you win. If they don't, start over.

2. Base all arithmetic on these facts: In 8 of the 18 markets, an ABC-TV show has the highest rating. In 7 of them, an ABC-TV show has the second-highest rating. In five of them, an ABC-TV show has the third-highest rating. (Networks B and C don't do so well.)

3. Remember: these 18 markets comprise one-third of the nation—11,672,000 TV Homes. *(Very little Rate-O is played in these markets. People are too busy watching ABC-TV.)*



PLAY FUTURE RATE-O! This involves higher mathematics and is based on what's *going* to happen when ABC-TV's fabulous new fall line-up hits these (and many new) markets. Frank Sinatra, Pat Boone, Mike Wallace, Walt Disney's Zorro, The Real McCoys, Guy Mitchell and The Californians are all top properties. And they are only part of ABC-TV's fall line-up. Will ABC-TV have a superb year? It figures!

abc
television network

Piclear Unit Covers Scratches on Film

A NEW company, called Piclear Inc., with headquarters in Mamaroneck, N. Y., was formed last week by Richard Sassenberg, traffic manager of RKO Television Inc., and others associated with RKO Teleradio.

The firm was organized to market a new device Mr. Sassenberg has developed to cover tv film scratches and other impressions during projection [CLOSED CIRCUIT, April 1]. Mr. Sassenberg will demonstrate the unit at the NARTB convention this week.

Basically the unit, which weighs less than a pound, is a mechanical optical device that applies or feeds a special fluid on the film during projection. The fluid evaporates by the time the film gets to the take-up reel, but during projection serves to cover imperfections on the film. Result is to remove the effect of scratches—imperfections are not visible to the eye and the film appears as originally printed.

The unit is hung on the projector—it can be attached in five minutes on some projectors, 15 minutes to a half hour on others—before the threading operation. According to its developer, the unit is simple both to install and maintain. Normally, a station would have two units, one for each camera. The machine ordinarily would use a gallon of fluid per month.

Mr. Sassenberg, who has had a patent pending on the device for nearly a year, asserts that no residue is left on the film and that the fluid has no effect, that is, it does not change the film itself or its physical properties. While WOR-TV New York, which has been using the attachment since last December, has used the device on 16 mm projection only, Mr. Sassenberg observes that the machine unit already is in development for 35 mm and has been tested.

The company, which will not be associated with RKO Teleradio but operated independently, already has arranged for manufacture of units and production of the compound (fluid). Mr. Sassenberg says the firm will promise delivery within six weeks after an order is placed.

'Great Growth' Seen for Movies If On-Air Pay Tv Authorized

A PERIOD of "great growth" for the motion picture industry was envisioned last fortnight by Paul Raibourn, vice president of Paramount Pictures Corp., providing that on-the-air subscription television is approved and/or wired tv proves successful.

Mr. Raibourn offered this commentary during a talk before the New York Society of Security Analysts on the subject "Is the Motion Picture Industry A Growth Industry?" Mr. Raibourn claimed that motion pictures are a "growth industry," but explained that "certain conditions" must be corrected to effectuate expansion.

He reported that various research studies indicate that tv has monopolized the time of the public because it has proved to be "very handy, very convenient to a viewer." He believes that the motion picture industry should consider making films "more easily accessible" to patrons. He suggested one move would be to exhibit "outstanding pictures for lengthy runs," and cited the high box-office grosses of "Giant," "Around The World in Eighty Days" and "Ten Commandments," which are booked for long runs in theaters. He added that "much greater growth" would result if on-the-air pay tv is adopted or wired tv catches hold.

Paramount Pictures, through its subsidiary, International Telemeter Corp., announced two weeks ago that it will sell Telemeter equipment to any company interested in operating closed-circuit toll tv systems [B•T, March 25]. International Telemeter has been in the forefront of a campaign for the adoption of pay television.

HAROLD P. SEE (center), general manager of KRON-TV San Francisco, hands back to Jerry Hyams, syndicate sales director, Screen Gems Inc., the contracts he has signed to telecast the firm's Hollywood Premiere Parade features on KRON-TV and KBAK-TV Bakersfield, Calif. Norman Louveau, sales manager of KRON-TV carries two reels from the package of 39 features.

Film Producers Told V-Tape Unsuitable for Commercials

EVALUATION of the present status of video tape recording presented Tuesday at the Film Producers Assn. of New York workshop for advertising executives disclosed that video tape is not suitable for production of television commercials of the standard required today.

The report on video tape was made for FPA by James Townsend, Dynamic Films, New York, before an audience of 500 agency and film production executives. Mr. Townsend held out the hope that future refinements in the process undoubtedly will make a contribution to the film field. He said tape at this stage is not capable of handling opticals, superimpositions and other techniques which must be done with precision and high technical quality to meet today's requirements.

The workshop also was devoted to screening of commercials produced by FPA members and designed to point up the theme: "New horizons for the television commercial." Harold Wondsel, president of FPA, presided at the workshop. Other subjects covered included photographic techniques, animation, sound and color.

World-wide Organization Formed by TPA Sales Staff

ORGANIZATION of a world-wide sales staff for Television Programs of America, television film producer and distributor, was announced Thursday by Milton A. Gordon, president.

Exclusive sales representatives already have been named in nine countries. Additional appointments will be made later this year in the Far East and Europe.

Already announced is the appointment of Horace N. Stovin & Co. Ltd., Toronto, station representative, for exclusive representation in Canada for TPA (story page 152). Vincent Melzac, vice president of TPA International, is now in Canada, where he will appoint other sales executives in Montreal and Vancouver.

TPA representatives in countries other than Canada report to Manny Reiner, foreign sales manager. The representatives and the countries in which they represent TPA sales are as follows:

Enrique Candinai, Mexico; A. L. Garcia, Brazil; Howard Sunden, Puerto Rico; Isidro Rosenfeld, Argentina; Rafael Villanueva, Dominican Republic; Leon Nebel, Peru; Joseph Novas Jr., Venezuela; Roberto Giron Lemus, Guatemala; Jacques Brunet, France.

HTS Releasing 27 Movies to Tv

IMMEDIATE release to television of 27 feature motion pictures, with such stars as John Wayne, Phil Regan, Lloyd Nolan, James Gleason and Lew Ayres, has been announced by Earl R. Collins, president of Hollywood Television Service Inc., a division of Republic Pictures.

Programs are now available at all 32 HTS exchanges across the country, Mr. Collins said. Called the Hollywood tv "Premiere Group" package, the collection includes "Wake of the Red Witch," with John Wayne; Olsen & Johnson's "All Over Town," "Manhattan Merry - Go - Round," with Phil Regan and Ann Dvorak; "Call of the Yukon," with Richard Arlen; the Gleason family in "Money to Burn" and ten westerns, five starring Don (Red) Berry and five starring Smiley Burnette.

Commodore Productions Sues on Tarzan Rights

A $10 million breach-of-contract suit has been filed by Commodore Productions & Artists Inc. against Edgar Rice Burroughs Inc. involving tv rights to Tarzan.

The complaint in California Superior Court, Los Angeles, says Commodore was given option to tv rights, if and when offered, by a 1950 contract. When Tarzan was offered for tv in May 1955, Commodore said, it was only on condition that the company meet other demands from Sol Lesser Productions, which produced the motion picture films.

These demands were not made on anyone else, Commodore said. Lesser was given tv rights to Tarzan July 28, 1955, the complaint said. Burroughs currently is suing to break the 1950 contract, its second such attempt, having failed to get it ruled invalid by Los Angeles Superior Court last year.

Number 1...

by a city block...or a country mile!

Typical of WFAA-820's programming dominance (whether it be metropolitan or area measurement) is NBC's MONITOR!

The source for audience data is A. C. Nielsen's latest N. S. I. Index, Dec., 1956. The measured period is Saturday - 3 to 5 P. M. The projections are for five 60 second spots within the 2 hour period.

Total Area

Station	Total Homes and Cars Reached in 2 Hr. Period (Total Area)	Cost per 1000 Homes and Cars Reached in 2 Hr. Period (Total Area)	4 Week Cumulative audience (Different Homes and Cars Reached) (Total Area)	Cost per 1000 Different Homes and Cars Reached in 4 Week Period (Total Area)
WFAA-820	616,375	.24	1,271,875	.47
Sta. "B" (CBS)	139,750	$1.07	326,375	$1.84
Sta. "C" (IND)	93,250	$1.30	231,625	$2.11
Sta. "D" (IND)	85,250	.50	202,500	.84

Dallas County Only

Station	Total Homes and Cars Reached in 2 Hr. Period (Dallas County Only)	Cost per 1000 Homes and Cars Reached in 2 Hr. Period (Dallas County Only)
WFAA-820	312,750	.48
Sta. "B" (CBS)	71,611	$1.70
Sta. "C" (IND)	55,380	.77
Sta. "D" (IND)	47,207	$3.18

ask your **PETRYMAN** *to show you all the facts!*

Radio Services of The Dallas Morning News, Edward Petry & Co., Natl. Representatives

WFAA
820 · 570
50,000 WATTS 5000 WATTS
DALLAS
NBC · ABC · TQN

Cron Would Increase U.S. Films in Britain

SINCE 1950 the television film industry in Britain has grossed about $35 million on business in the U. S., and since the advent of commercial tv in Great Britain in October 1955 the American film field has grossed about $3 million in Britain, John Cron, managing director of Screen Gems Ltd., told a news conference in New York.

Mr. Cron offered these figures in answer to questions during an interview describing Screen Gems' activities in the United Kingdom and Continental Europe. He explained that SG had compiled these figures for Britain's Independent Television Authority in an effort to increase the present quota of "foreign" films (predominantly American) on British commercial tv. ITA's present stipulations, Mr. Cron said, are that only 14% of the programming on commercial outlets can be "foreign."

Mr. Cron hastened to add that Screen Gems is not miffed at these requirements but believes an increase to about 30% would be equitable. He envisioned a profitable United Kingdom market for the U. S. distributor within the next few years.

Mr. Cron, who was in New York for a series of conferences with executives in the home office, said Screen Gems has been devoting its overseas activities exclusively to distribution in Britain and on the continent up to this time, but now plans to enter production in England. He said a pilot film of a proposed *Ivanhoe* series is in the finishing stages, and that he hoped to return to Britain the first week of April with approval for two more series.

Paramount's Quarterly Net Beefed Up by Shorts Sales

PROFITABLE return on the 1,600 short subjects (shorts and cartoons) sold to tv more than a year ago by Paramount Pictures Corp. was indicated last week in the release of fourth quarter (and full year) 1956 earnings figures.

Paramount reported consolidated net earnings of $1,988,000 for the 1956 quarter representing $1.01 per share. Of this, 85 cents per share came from special items, principally the sale of the shorts to tv. For 1955's comparable fourth quarter, Paramount had earnings of $2,028,000 or 94 cents per share of which only 13 cents per share was attributed to the sale of its film product.

The Hollywood major has been the subject of wide speculation in the tv industry since it has not as yet released even one of its features of its huge backlog to television. The sale of shorts was consummated in January 1956 for an estimated $3.5 million to the former U M & M Corp., since purchased by National Telefilm Assoc.

For the year 1956, Paramount reported consolidated net earnings at about $8,731,000, or $4.43 per share on 1,971,316 shares outstanding.

This compares to $9,708,000 or $4.49 per share on 2,161,716 shares outstanding in 1955. Again the tv film sale stands out in the estimate of the per share earning contributed—$2.26 in 1956 compared to 13 cents for the full year of 1955.

Official Films Announces Annual Cash Dividend Policy

OFFICIAL Films Inc., N. Y., last week claimed it is the first of the publicly-held tv film distribution companies to go on an annual cash dividend basis, in announcing the adoption of an annual 10 cent dividend policy. The company's board of directors voted a semi-annual dividend of five cents payable June 3 to stockholders of record April 30.

Harold F. Hackett, president of Official Films, reported that gross sales for the first eight months in the fiscal year beginning July 1, 1956, amounted to $6,368,000, as compared with $3,538,000 for the corresponding period of the previous fiscal year. He voiced the opinion that "this will be the most successful year in Official Films' expanding history and there is every evidence that the near future will show substantial growth both in volume and earnings."

Dallas Firm Plans 'Indemnity' As Its First Film Property

TELEVISION series based on the case histories of noted insurance investigations will be the first property to be filmed in Dallas, it was announced last week by Joe Graham, president of Dallas Film Industries Inc., newly organized production firm there. [B•T, March 25].

Titled *Indemnity*, this original tv property —which features dramatic inquiries into all fields of fraud by an insurance lawyer—will go before the cameras during May.

TCF-TV Begins on New Series

TCF-TV, subsidiary of 20th Century-Fox Corp., last week began production on the pilot film of a new half-hour tv film series, *Mother is a Freshman*, which will be distributed nationally by National Telefilm Assoc., New York.

FILM SALES

ABC Film Syndication, N. Y., reports sales of *Sheena, Queen of the Jungle* in Quebec City, Barrie and Kitchener, all Can.; *Passport to Danger* and *Racket Squad* in Quebec City and films from *Kieran's Kaleidoscope* to CBC. Company also reports sales in Canada during past three years have reached nearly $500,000.

Ziv Tv Programs, N. Y., announces it has sold *The New Adventures of Martin Kane*, half-hour tv film series, in more than 50 markets. Series, currently in production in various cities of Europe, is expected to be placed on air in several weeks.

Screen Gems, N. Y., announces sale of its Hollywood Premiere Parade feature film package in 12 markets. Package contains 39 features from Columbia Pictures' library.

Sterling Television, N. Y., reports sales of *Bowling Time* to WITN (TV) Washington, N. C., WTOK-TV Meridian, Miss., WCYB-TV Bristol, Va., KBMB-TV Bismarck, N. D., and KRBC-TV Abilene, Tex.; *I Am the Law* to WPTV (TV) West Palm Beach, Fla., and WITV (TV) Miami; *Kings Crossroads* to WKTV (TV) Utica, N. Y., and WSPD-TV Toledo, Ohio; *Movie Museum* to KHSL-TV Chico, Calif., WWLP (TV) Springfield, Mass., KXLY-TV Spokane, KLRJ-TV Las Vegas and WSPD-TV.

Award Tv Corp., Great Neck, N. Y., reports sale of *The Jimmy Demaret TV Golf Show* (color tv program) to WVET-TV, Rochester, N. Y.

Atlantic Television Corp. reports sale of 89-minute feature color cartoon, "Johnny The Giant Killer," in 11 markets to date, most recent being KNXT (TV) Los Angeles; KWK-TV St. Louis; KPIX (TV) San Francisco, and KTNT-TV Tacoma.

FILM RANDOM SHOTS

Sterling Television Co., Chicago, has changed its telephone number to Central 6-3305.

Bank of America, N. Y., appoints Frank Cooper Assoc., same city, to handle literary properties for radio, tv and dramatic production which are held by bank. Properties include "Countess of Monte Cristo," "Magic Town," "Magnificent Doll," "Lost Moment" and "No Minor Vices."

Imperial World Films Inc., Chicago, announces appointment of A & F Film Corp., Montreal, as exclusive distributor and representative for its tv wrestling films in Dominion of Canada.

Gantray-Lawrence Animation Inc., Hollywood affiliate of Robert Lawrence Productions, has moved to 716 N. LaBrea Ave., Hollywood, where it will occupy entire second floor, doubling its studio space. New facilities include expanded production and projection space and will allow for expansion of permanent staff.

FILM PEOPLE

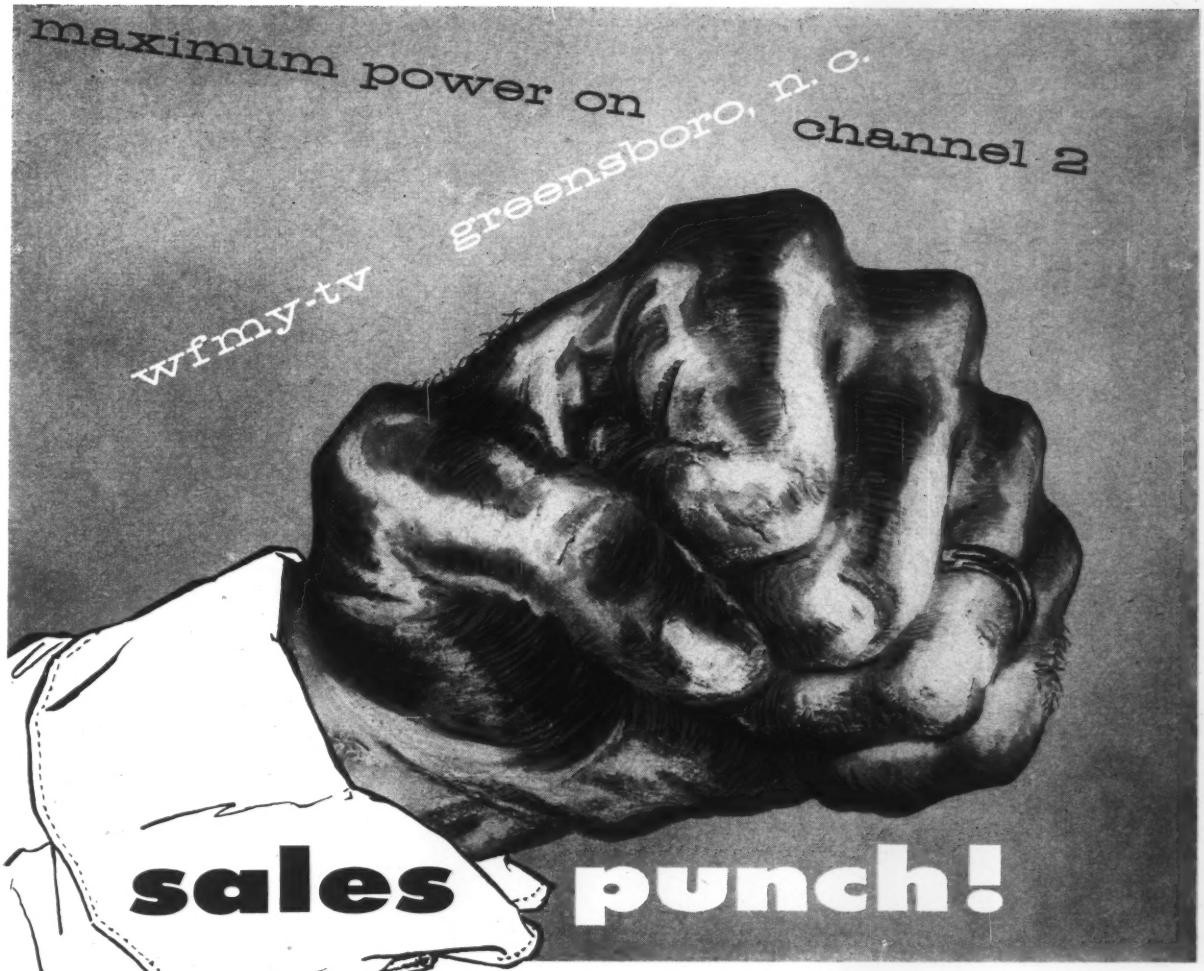
Joseph F. Kilmartin, vice president of Cellomatic Corp., N. Y., to Depictorama, newly organized unit of Depicto Films Inc., N. Y., as partner and director. Depictorama will provide slide films, motion pictures and visual aids to manufacturers, trade and professional organizations for meetings and conventions.

Albert Ostrander, design consultant and art director for films and legitimate shows, to Transfilm Corp., N. Y., as scenic art director.

Jay L. Schiller, research director of Atherton & Currier Adv., N. Y., named director of research of NTA Film network.

Herbert B. Leonard, who has been producing program series for Screen Gems Inc. for past two years, signed to new two-year contract with SG.

Michael Stehney, production manager, Sarra Inc., to Kling Film Productions, Chicago, as vice president-executive producer.



Your product will be a sales-winner in the Prosperous Piedmont section of North Carolina and Virginia when you buy WFMY-TV. Why? Because no station or group of stations delivers the sales wallop in this mighty industrial area of the South as does WFMY-TV. Call your H-R-P man today for details.

50 Prosperous Counties • 2.1 Million Population
$2.7 Billion Market • $2.1 Billion Retail Sales

Greensboro
Winston-Salem
Durham
High Point
Salisbury
Reidsville
Chapel Hill
Pinehurst
Southern Pines
Fort Bragg
Sanford
Martinsville, Va.
Danville, Va.

WFMY-TV... Pied Piper of the Piedmont
"First with live TV in the Carolinas"

wfmy-tv
Channel 2
GREENSBORO, N. C.
Represented by
Harrington, Righter & Parsons, Inc.
New York — Chicago — San Francisco — Atlanta

Basic
CBS
Since 1949

THE LEO BURNETT COMPANY IS SOLD ON SPOT AS A BASIC ADVERTISING MEDIUM FOR ITS CLIENTS.

An agency whose accounts include names like Campbell Soup, Kellogg, Philip Morris, Inc.—Marlboro, Pillsbury and Procter & Gamble, really "knows its apples." And the Leo Burnett Company picks Spot Radio and Television to help its accounts to healthier harvests in sales.

Here's the way Vice President in Charge of Media Len Matthews and Media Manager Tom Wright see it: "The Leo Burnett Company was founded in 1935, and has been recommending Spot broadcasting as an advertising vehicle to its clients ever since. Twenty-one of the twenty-three advertisers handled by Burnett* have used Spot, and used it successfully.

"The most easily traceable successful Spot campaigns are those that we place for new products of our many advertisers. We have plans that call for continued extensive use of Spot broadcasting and we are now evolving some interesting new schedule patterns which will prove exciting in the next few months."

AN ADVERTISING AGENCY THAT BELIEVES "GOOD ADVERTISING HAS TO HAVE A BITE IN IT" IS

SOLD O

Looking for a juicier chunk of *your* markets? Put in a call today to

NBC SPOT SALES

representing these leadership stations

HARTFORD-NEW BRITAIN—WNBC; NEW YORK—WRCA, WRCA-TV; SCHENECTADY-ALBANY-TROY—WRGB; PHILADELPHIA—WRCV, WRCV-TV; WASHINGTON—WRC, WRC-TV; MIAMI—WCKT; BUFFALO—WBUF; CLEVELAND—WHK; LOUISVILLE—WAVE, WAVE-TV; CHICAGO—WMAQ, WNBQ; ST. LOUIS—KSD, KSD-TV; DENVER—KOA, KOA-TV; SEATTLE-TACOMA—KOMO, KOMO-TV; LOS ANGELES—KRCA; PORTLAND, ORE.—KPTV; SAN FRANCISCO—KNBC; HONOLULU—KGU, KONA-TV.

* American Mineral Spirits Co., Kendall Co.—Bauer & Black and Blue-Jay Products, Brown Shoe Co. Inc., Campbell Soup Co., Commonwealth Edison Co., Crane Co., Eastside Brewing Co., Green Giant, Harris Trust, Hoover, Kellogg Co., Marlboro, Maytag, Motorola, Pabst, Pfizer, Pillsbury Mills, Procter & Gamble, Pure Oil, Santa Fe, Sugar Infor., Tea Council

Left to right: JOHN W. SETEAR, MEDIA GROUP SUPERVISOR, LEO BURNETT, INC.; FRED LYONS, NBC SPOT SALES; RICHARD COONS, MEDIA GROUP SUPERVISOR, LEO BURNETT, INC.; JACK MULHOLLAND, NBC SPOT SALES; LEN MATTHEWS, VICE PRESIDENT IN CHARGE OF MEDIA, LEO BURNETT, INC.; DR. SEYMOUR BANKS, MANAGER MEDIA RESEARCH, LEO BURNETT, INC.; FRANK DE ROSA, NBC SPOT SALES; TOM WRIGHT, MANAGER MEDIA DEPARTMENT, LEO BURNETT, INC.; GUS PFLEGER, MEDIA GROUP SUPERVISOR, LEO BURNETT, INC.; DOUG BURCH, MEDIA GROUP SUPERVISOR, LEO BURNETT, INC.*

N SPOT

74¢

per thousand*

A leading cigarette manufacturer buys a thousand viewers for just 74c on KCRG-TV. (Sure we'll tell you who.)

KCRG-TV

Channel 9—Cedar Rapids—Waterloo, Iowa

ABC-TV for Eastern Iowa

The Cedar Rapids Gazette Station

Represented Nationally by Weed Television

***Based on February ARB Survey.**

Rippey Elected Chairman Of AAAA Central Region

ARTHUR G. RIPPEY, managing partner in Rippey, Henderson, Bucknum & Co., Denver, has been elected chairman of the central region of the American Assn. of Advertising Agencies, it was announced last week in New York.

James G. Cominos, vice president and tv-radio director of Needham, Louis & Brorby, Chicago, was elected vice chairman. Alexander H. Gunn III, vice president of J. Walter Thompson Co., Chicago, was elected secretary-treasurer. Arthur L. Decker, senior vice president of the Buchen Co., Chicago, and Larry Wherry, president of Wherry, Baker & Tilden, Chicago, were elected governors.

Mr. Rippey, who has been vice chairman of the region for the past year, succeeds L. O. Holmberg, vice president of Compton Adv., Chicago. Continuing as governors are F. Strother Cary, vice president of Leo Burnett Co., Chicago, and Milton H. Reynolds, partner in Allen & Reynolds, Omaha.

The following chairmen of AAAA local councils in the region, are ex-officio governors: Paul C. Harper Jr., vice president of Needham, Louis & Brorby, Chicago (Chicago council); Warren T. Mithoff, partner in Mithoff Advertising, El Paso (Southwest council); Malcolm Sills, vice president of Ball & Davidson, Denver (Rocky Mountain council); Maurice L. Hirsch, president of Hirsch, Tamm & Ullman, St. Louis (St. Louis council), and Robert W. Stafford, executive vice president of Knox Reeves Inc., Minneapolis (Twin City council).

Morton Heads Film Alliance

MAURICE MORTON, vice president of McCadden Productions, Hollywood, has been elected president of the Alliance of Television Film Producers. Archer Zamloch, manager of labor relations for Hal Roach Productions, succeeds Mr. Morton as secretary-treasurer. Maurice Ungar, Ziv Television Programs, continues as vice president of ATFP. John Zinn, former ATFP president, has resigned his position as general manager of Jack Chertok Productions to become Alliance's first executive director. With Brennan-Westgate Productions and Al Gannaway Productions accepted as members, Alliance now includes 19 production companies.

Pa. Newsmen to Hear Button

ROBERT E. BUTTON, director of U. S. Information Agency's Voice of America, has been announced as keynote speaker at the annual spring meeting of the Pennsylvania AP Broadcasters Assn. The 75-station gathering is to be held April 26 in Bloomsburg, hosted by WHLM there.

Hansen to Talk to Lawyers

ASSISTANT Attorney General Victor R. Hansen, chief of the Dept. of Justice's antitrust division, will be guest speaker at the April 18 luncheon meeting of the Federal Communications Bar Assn. at the Willard Hotel, Washington, it has been announced.

HOZAY TELLS

WHAT EVERY TIME BUYER SHOULD KNOW ABOUT

CALIFORNIA'S 4TH TV MARKET

SAN JOSE

THE SAN JOSE 4-COUNTY AREA COVERED BY KNTV, SAN JOSE, IS ALMOST AS BIG AS SAN FRANCISCO

SEE FOR YOURSELF

	*San Jose 4-County	San Francisco
CONSUMER SPENDING INCOME	$1,914,243,000	$1,920,830,000
POPULATION	704,200	787,200
HOUSEHOLDS	206,820	272,430
FOOD SALES	234,764,000	265,898,000
DRUGS	26,939,000	31,272,000
FILLING STATION SALES	76,559,000	50,824,000

*Santa Clara, Santa Cruz, Monterey, San Benito Source: Standard Rate and Data, March, 1957

SAN JOSE... SO BIG... SO IMPORTANT...

that advertisers no longer depend on San Francisco stations to cover the extended San Jose area.

Today, sponsors of more than 45 television programs with San Francisco coverage refuse to risk fringe coverage throughout the San Jose 4-County Area... where almost $2 Billion of Consumer Income is waiting to be spent. They simply add the San Jose 4-County Area to their advertising schedule.

ONLY KNTV, SAN JOSE, DELIVERS THE WHOLE 4-COUNTY AREA

LOWER COST-PER-1000 **KNTV**

CHANNEL 11

SAN JOSE

National Representative, Weed Television Corporation.

LEARNING BEER: In on-the-job training program of Radio Advertising Bureau, Irving Trachtenburg (1), national account executive, is told about bottling equipment by Anton Kies, chief brew master of Liebmann Breweries.

LEARNING APPAREL: Model at Sacony Sportswear shows Patti Thiebaud, of RAB, how swimsuits are shown retail buyers.

HOW RAB IS PUTTING PREACHING TO PRACTICE

Its own salesmen now are learning their prospects' business

RADIO Advertising Bureau is sending its account executives to "the school of hard knocks"—the companies RAB is trying to sell on the merits of radio.

This on-the-job training is one phase of a four-point program, detailed last week by RAB as part of a broader effort to acquaint its salesmen with the operations and problems of the various industries the trade organization services with promotional material on behalf of radio. Each of RAB's ten salesmen has been assigned to a specific field (such as insurance or jewelry) and, in addition to on-the-job training, the individual salesmen will have opportunity to participate in product field research, extensive trade publication reading in his particular specialty and attendance at industry conventions.

RAB's first salesman to "go to school" was C. L. Richards, according to Kevin Sweeney, RAB president. Mr. Richards' assignment, starting the first of the year, was the Prudential Life Insurance Co., in New York. He made the rounds with one of Prudential's top salesmen, spent time in agents' offices and attended weekly sales meetings. (An amusing sidelight reported by RAB was that Mr. Richards became so engrossed in the learning process that he bought another life insurance policy.)

Other RAB sales executives, according to Mr. Sweeney, presently are undergoing similar training in the food, investment, brewing and women's apparel fields. Plans call for similar schooling in every industry in which RAB services accounts. During their training program, salesmen will have the opportunity to sit in on product research in the expectation that such experience will sharpen the trainees' perspective as to how radio advertising best can serve the sales needs of the various products.

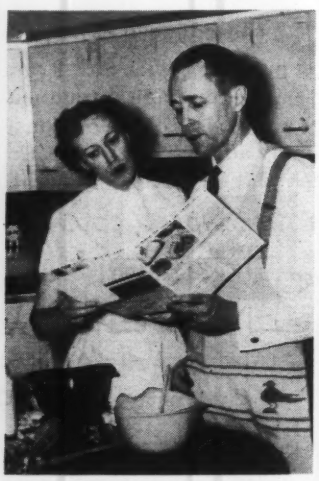
In phase three, the RAB salesman will receive home subscription copies of the leading trade publications serving his industry. This activity is designed to keep the RAB staffer acquainted with developments in his assigned field and help teach him the nomenclature sometimes peculiar to certain industries.

The final step is attendance at his industry's national or regional conventions. Mr. Sweeney believes that RAB salesmen will become acquainted with key figures in a particular field at conventions and also will benefit by listening to several days of "shop talk" and viewing exhibits of the latest developments in the industry.

RAB also has developed two additional sales aids to support this specialized training. The first is an extensive file on many major American business organizations, containing a history of the individual company; copies of many of the firm's media ads that can be assembled on a continuous basis; information obtained from the sales report of RAB salesmen who have called on the firm.

The other tool is a kit of tape recording and slide projector equipment used by each salesman in making presentations.

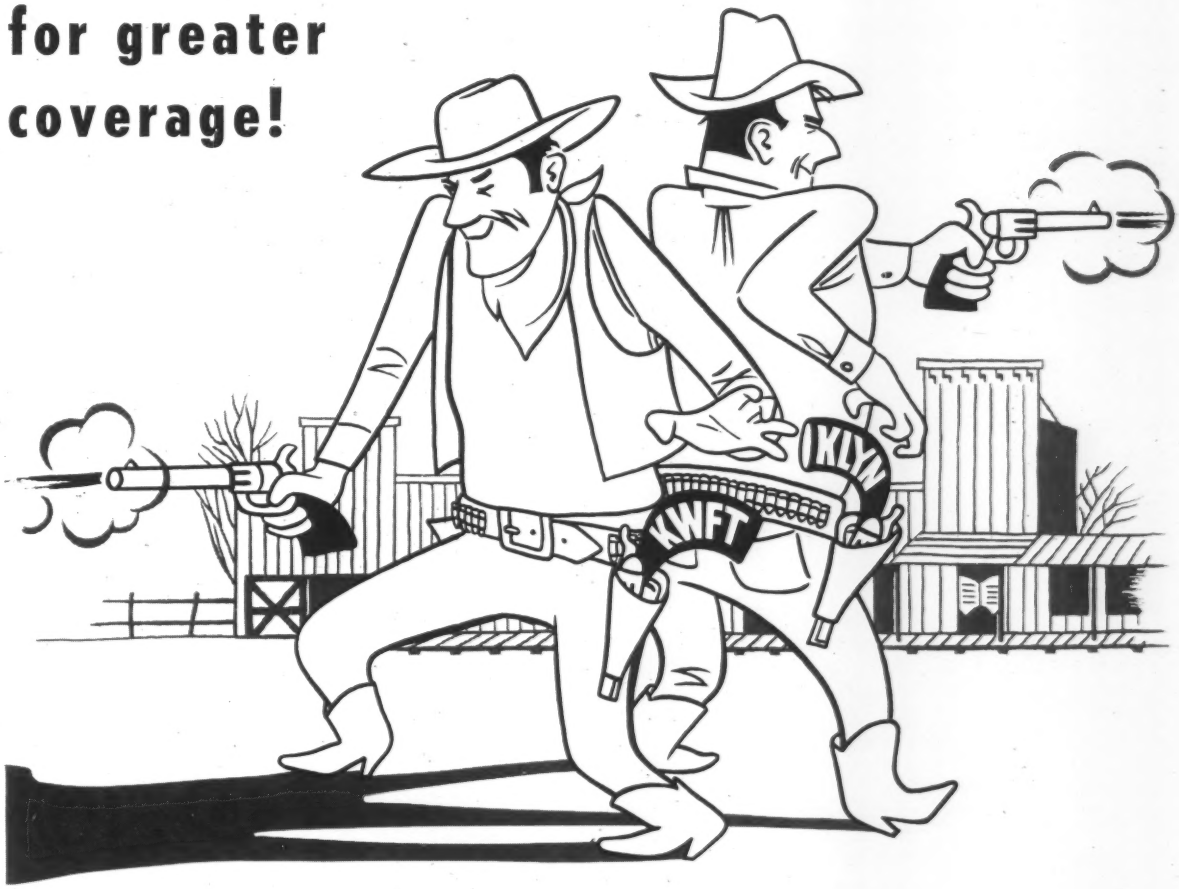
LEARNING FINANCE: Vincent Riso (1), of RAB, trained at Merrill Lynch, Pierce, Fenner & Beane, New York.



LEARNING FOOD: Charles B. Maxwell (1), of RAB, studied recipes with home economist in test kitchen of Best Foods.

LEARNING INSURANCE: C. L. Richards (second from right), RAB, trained with New York agents of Prudential Insurance. He became so bewitched by exposure to such salesmen as Al Gurman (r) that he bought new life insurance policy.

Working together for greater coverage!



TWO TOP CBS radio stations
TWO BIG southwest markets
ONE LOW combination rate

KWFT and KLYN work back-to-back (and on the sides, too) in TWO big markets to give you twice the coverage at one low combination rate. For availabilities and rates, write, wire or phone our representatives.

KWFT
KLYN

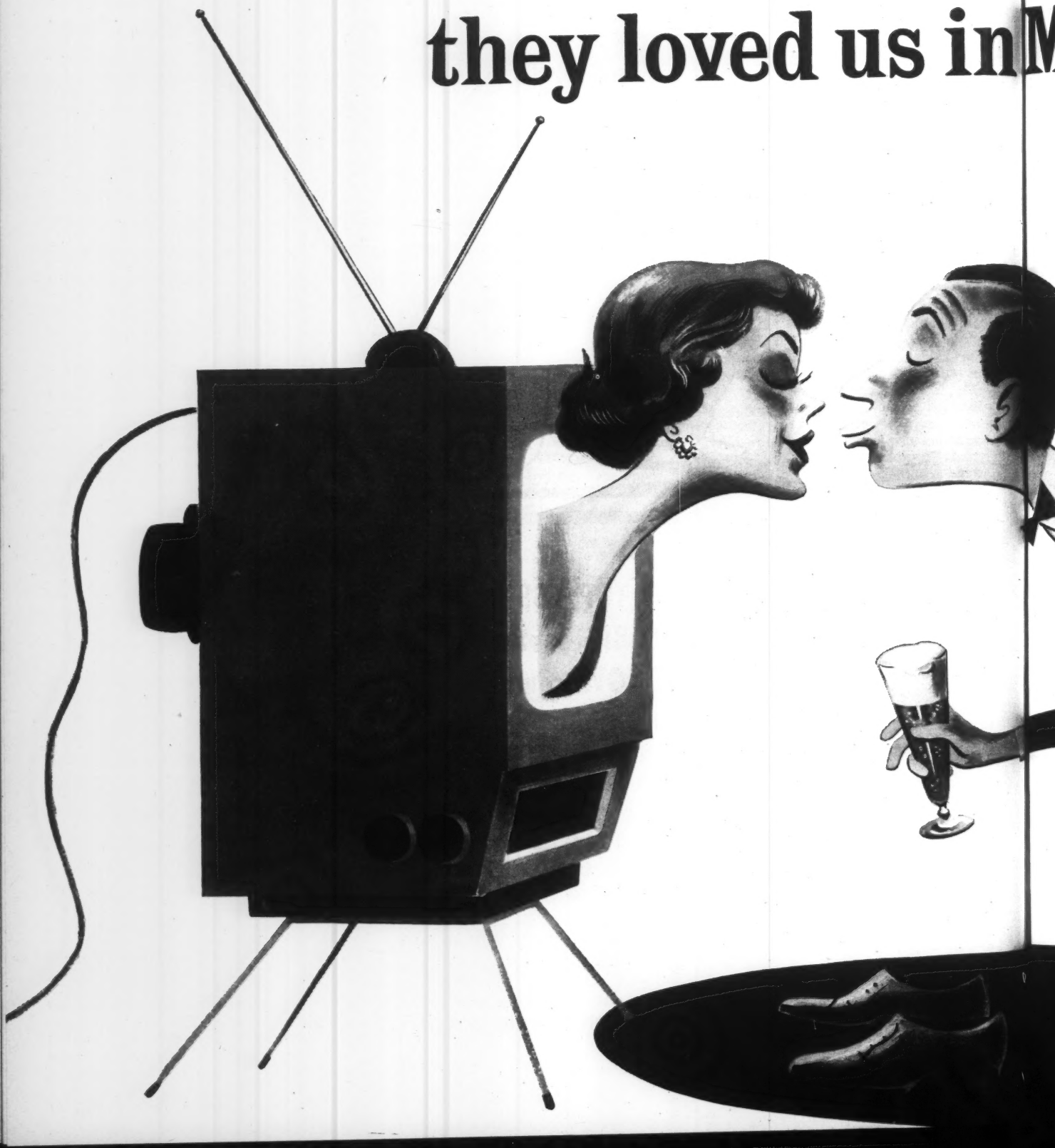
WICHITA FALLS, TEXAS
620 KC • 5000 Watts

AMARILLO, TEXAS
940 KC • 1000 Watts

The KENYON BROWN stations
Now under one ownership and management

National Representatives
JOHN BLAIR & CO.

they loved us in M



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J. Walter Thompson—agency for Schlitz Beer—conducted the survey to measure the audience appeal of the features of four major film companies, all shown concurrently on Saturday nights on four competing stations. The survey totalled 1200 phone calls on the nights of January 12th, 19th, and February 9th.

With an average of 77.3% sets in use in the hour-and-a-half time period, Warner Bros. features on WTMJ-TV averaged a rating of 54.1 for the three dates, against 11.1, 8.8, and 3.4 for the major film company features shown on the three competing stations.

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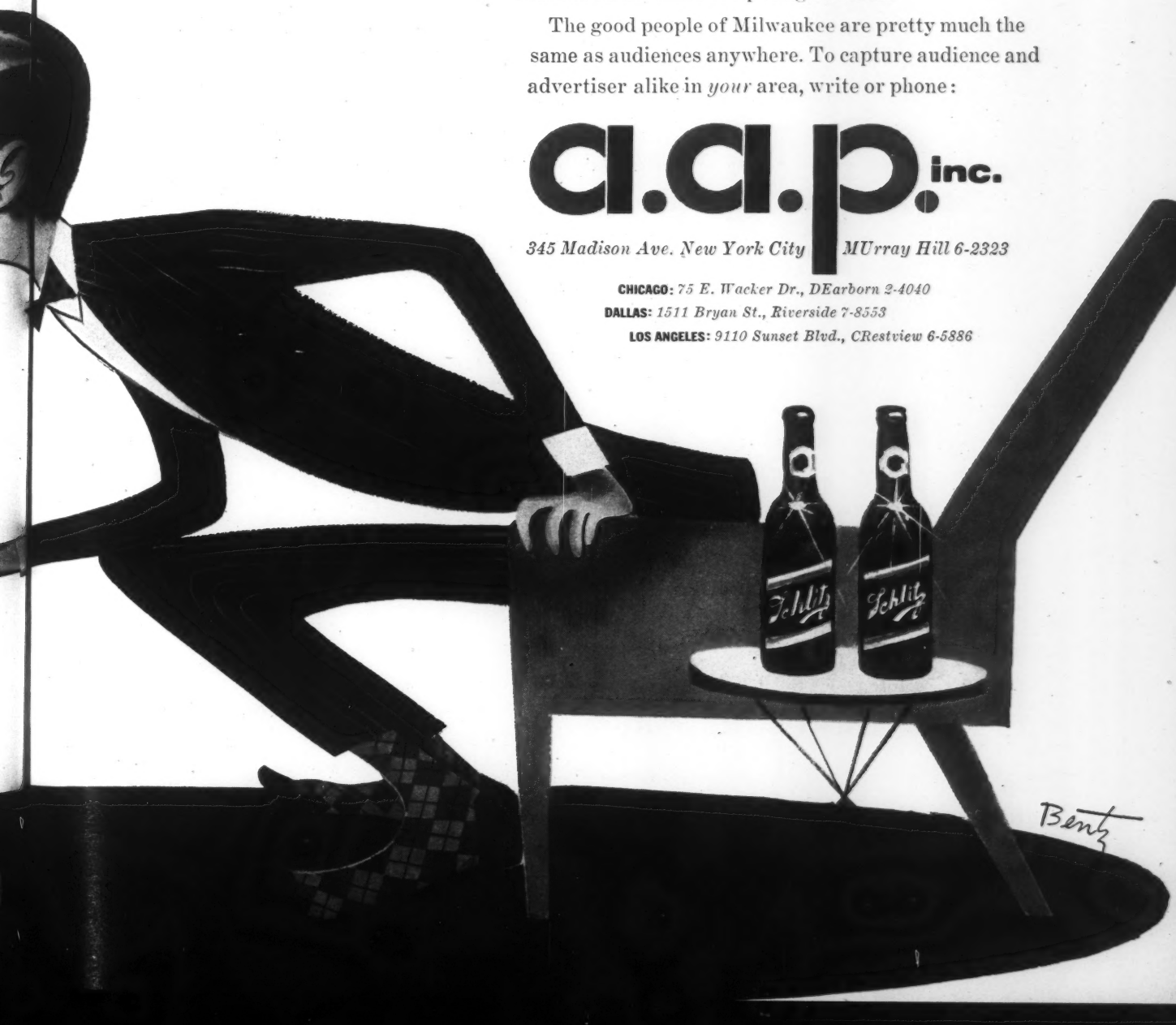

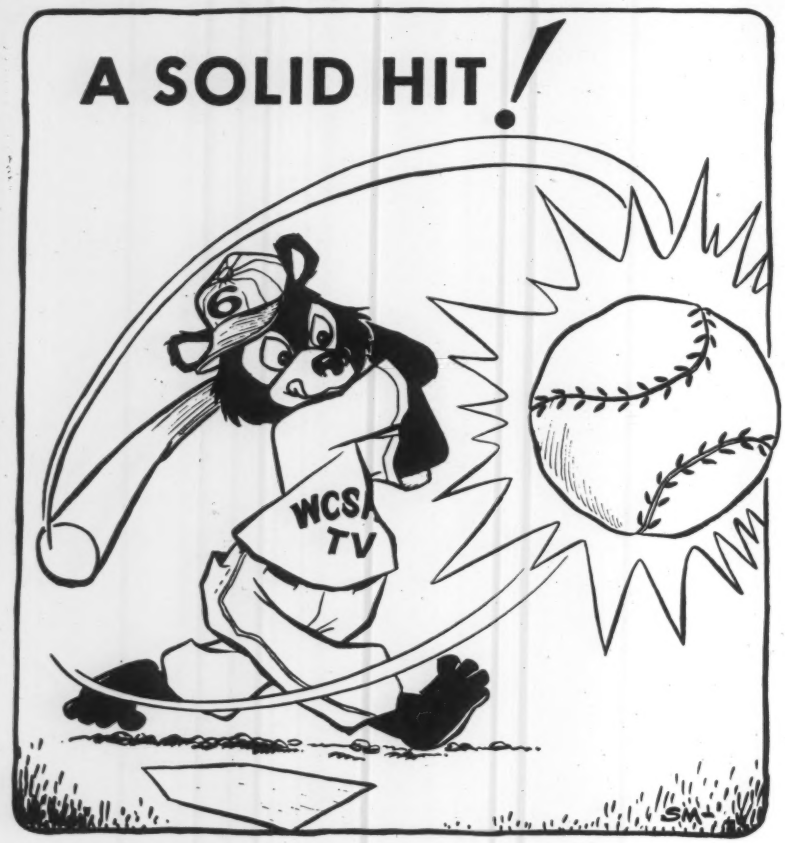

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ON CHANNEL SIX

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Toll Tv Firms' Stock Rising, Study Shows

STOCK movements of corporations associated with subscription tv companies since the beginning of the year show a gradual upward trend in the prices of traded stock, a B•T analysis shows.

There is no evidence to support the belief that increased trading resulted directly from a more optimistic attitude by government and industry toward action on pay tv. In the past several weeks, however, coincident with expanded discussion on toll tv, stocks of Skiatron Electronics & Television Corp., Paramount Pictures Corp., and Zenith Radio Corp., generally have shown marked increases.

Skiatron, developers of the "Subscriber-Vision" system of pay tv (traded on the American Stock Exchange) hovered around 3⅛-3⅞ for the first six weeks of 1957 and on Feb. 26 rose to 4. On March 26 it jumped to 4¼ and last Thursday closed at 4¾.

Zenith, which is proposing "Phonevision," closed last Thursday on the New York Stock Exchange at 110¾. On March 27 it closed at 101½. From January, through the end of February, Zenith stock had ranged from 92-98.

Paramount Pictures, whose toll tv subsidiary is the International Telemeter Corp., remained generally between 29-30 the first two months of this year. It jumped to 32¾ on March 5, 33¼ on March 26 and closed last Thursday at 34½.

KRLD-TV Asks Permit For Wired Toll Tv

FIRST tv entity to move into the burgeoning wired subscription television field is the *Dallas Times-Herald's* KRLD-TV. The ch. 4, CBS outlet has asked the Dallas City Council for permission to string lines on utility poles to furnish pay tv entertainment to the city's tv set owners. It is one of six applicants for non-exclusive authority in Dallas.

Purpose of the move, according to Clyde W. Rembert, president of KRLD Radio Corp., is to protect the position of the tv station in case wired pay tv should prove practical. "If anyone is going to put a picture on television sets in Dallas, we want to be on the inside of such a project, not on the outside," Mr. Rembert said Thursday.

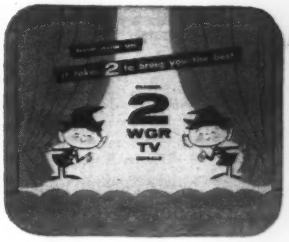
The KRLD application covers Dallas and suburbs Highland Park and University Park. Other applicants for Dallas closed circuit fee tv authorization are Interstate Theatres Inc., an American Broadcasting-Paramount Theatres Inc. subsidiary, and Rowley United Inc., a southwest theatre chain.

Mr. Rembert said KRLD was still as opposed as ever to the use of broadcast channels for pay tv.

It was recalled that even RCA, whose Gen. David Sarnoff has been outspoken in his opposition to pay tv broadcast over the air, is the holder of a patent for a "scrambled" television system.

Meanwhile, these other wired pay tv activities have taken place:

• FCC had to postpone its second go-



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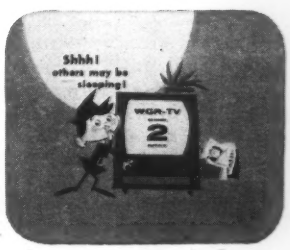

round on subscription tv, scheduled for last Tuesday, due to the absence of Comr. Doerfer. No date has been set for the resumption of Commission consideration of this controversial subject. The FCC grappled with pay-tv two weeks ago [B•T, April 1].

• Video Independent Theatres Inc., which instituted the first wired pay tv project, in Bartlesville, Okla., has placed a $50,000 order with National Theatre Supply Co. for General Precision lab tv camera and film projection equipment. The Bartlesville program is scheduled to start early this summer.

• Motion picture exhibitor circles are exploring the idea of joining forces with community television systems to feed home movies to subscribers. There are close to 400 antenna systems in operation but most of them are in small communities.

• Applications are pending, or in some cases have been approved by city councils, in the following cities as far as can be determined: Little Rock and North Little Rock, Ark., Rowley United, Frontier Theatres and Midwest Video Inc. (community tv operator); Carlsbad, N. M., Rowley and Frontier; Shawnee, Okla., Video Independent; Oklahoma City, Video Independent; Meridian Miss., A. L. Royal, local exhibitor; Austin, Tex., Midwest Video.

TelePrompTer Income Up 114% For 1956 Over 1955 Figures

STOCKHOLDERS of TelePrompTer Corp., New York, learned from the firm's annual report that net income increased 114% during 1956, from $96,743 in 1955 to $206,841 last year. Earnings from this period equalled $1.45 a share.

In a letter accompanying the report, Irving B. Kahn, TelePrompTer chairman and president, said the company "now has reached a stage of solid growth." Gross revenues in 1956 were up for the sixth successive year, climbing 47% during the past year, from $1,215,559 in 1955 to $1,784,607.

Mr. Kahn's letter described growth of TelePrompTer's Group Communications Div. formed in December 1956 to coordinate expanded closed-circuit tv and staging services. The corporation's current assets were listed at $683,239 against $465,204 in 1955, current liabilities at $179,750 against $526,823 a year ago.

Keeshan-Miller Show on Market; ABC-TV Negotiations Called Off

KEESHAN-MILLER Enterprises Corp., New York production firm packaging the early morning *Captain Kangaroo* on CBS-TV, is planning to offer a new live show package labeled *Scramble* to the market after withdrawing its offer from ABC-TV which had been in active negotiation for the package. K-M said it would not go along with ABC-TV's desire for a year-long option on the property.

Scramble is adapted from the "Hail the Champ" package, to which K-M acquired rights after the show's success on midwest regional networks. It has a stunt format in which parents and children vie against each other.

CIVIL DEFENSE HEAD DENIES PLANS TO SEIZE RADIO-TV IN EMERGENCY

- **Peterson says such action would be self-defeating**
- **Statement comes as many take new look at Conelrad**

THE Federal Civil Defense Administration has no intention of taking over broadcast stations in the event of emergency, Civil Defense Administrator Val Peterson told B•T last week. The statement was expressed to correct what Mr. Peterson called statements attributed to him based on his testimony before the Independent Offices Subcommittee of the House Appropriations Committee released March 11.

The "taking over of broadcast stations," Mr. Peterson said, was a "figure of speech" and lifted out of context. Seizure of broadcasting facilities—which the President has the power to do under emergency war powers—would not only be unnecessary, Mr. Peterson emphasized, but would be self-defeating. "It would destroy the one factor we would desperately need in restoring public morale after an attack—namely, confidence," Mr. Peterson said.

"It is my view," he continued, "that the minute a government is forced to resort to seizure in order to communicate with the people in a national emergency, it has already lost the war. Public confidence and restoration of morale are best attained through our free press and radio, and other private media of communication which the people instinctively know and trust."

Acknowledging recurring complaints that the Conelrad program is not the optimum for civil defense—that it is primarily a military objective to deny navigational aids to attacking enemy planes—Mr. Peterson spoke out in support of the system.

Efforts to improve Conelrad, in order to more effectively use broadcast stations for the dissemination of civil defense information, have been a joint program in cooperation with the Dept. of Defense and the FCC, he said.

"On several occasions," Mr. Peterson said, "I have publicly commended the broadcasting industry, not only for the substantial financial investment it has made in Conelrad but for its spirit of public service in helping solve technical difficulties and in assisting us in working out effective programming for an emergency period."

Basic complaint of civil defense officials is the 10-30 minute period between the time all broadcasting stations leave the air and the return to the air on 640 kc or 1240 kc of standard broadcast stations—operating at low powers, in clusters with intermittent signal transmission. The low power cuts the range of signals, is the civil defense complaint. Fm and tv stations would remain off the air during the emergency period.

A resolution calling on the Dept. of Defense and the FCC to drastically revise the Conelrad operation was passed by the Assn. of State Civil Defense Directors of the Southeast, meeting recently in Miami, Fla.

The civil defense leaders of seven southeastern states and Puerto Rico pointed out that it was more important to keep the public informed during an air attack than it was to deny what it called the little navigation aid the enemy might gain.

And in California, a plan to leap-frog the delay in putting Conelrad into operation has been incorporated in a bill submitted to the California state legislature.

About three years ago the Southern California Broadcasters Assn. began to study the problems posed to broadcasters by civil defense in general and Conelrad in particular, Maurie Webster, director of operations of KNX Los Angeles and the Columbia Pacific Radio Network; civil defense chairman of SCBA and chairman of the Governor's Advisory Committee on Public Information for Civil Defense, said last week.

"No one who knows anything about Conelrad would claim it is a perfect system," Mr. Webster said, "but so far no one has come up with anything better and until that happens, or until there is positive proof that broadcast signals would not be used to guide enemy planes or guided missiles to their targets, the only thing to do is to make Conelrad as efficient as we can."

Delay Major Problem

The delay in setting Conelrad into motion is the major problem, with a dozen or more complex operations to be performed, each at its proper time and in the right sequence, and all at a time of crisis, leading competent engineers to estimate that from 10 to 30 minutes might elapse before a cluster of three or more stations could operate. The aim of SCBA is to make Conelrad much like the telephone company's emergency planning, which calls for each man to make only one move, to throw just one switch, before moving to safer territory, Mr. Webster said. The proposal is a three-point plan, which Mr. Webster has outlined as follows:

"1. Every station which is voluntarily in Conelrad should be equipped with an automatic sign-off unit. The engineer, by pressing one button, starts automatic equipment which controls the full sign-off, including the recorded sign-off announcement, with Civil Defense instructions. Thus these stations will be able to get back on the air at 640 or 1240 kc more rapidly.

"2. As many stations as possible should be set up with automatic equipment for retuning to 640 or 1240 and return to the air on proper power. The FCC states they have supervised installation of automatic controls on more than 25 stations of 50 kw power, and have encountered no major problems. (This in connection with a special program for the Air Force.)

"Nevertheless, if this proves impossible in certain stations, we propose installation of 5 kw fix-tuned standby transmitters of ade-

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Net. Sta. "C" —	11.9	Net. Sta. "C" —	9.3
Net. Sta. "D" —	16.3	Net. Sta. "D" —	7.4
Ind. Sta. "A" —	5.7	Ind. Sta. "A" —	4.9
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quate fidelity (probably on 640 kc) which would be automatically controlled. First installations would be made in metropolitan centers (Los Angeles, San Francisco, San Diego, Sacramento, Fresno), then other clusters would be equipped (there are 12 in California) and finally on-off stations would be equipped as funds permit.

"3. Each cluster key station would be set up with an electronic distributor unit similar to the one in Los Angeles. Without moving parts, it automatically switches the program from station to station, as prescribed. The switch will be made only during a pause in the program, and the unit monitors each station, so that if one fails to come on promptly, it will switch to the next."

The bill now pending in California calls for the state to appropriate $100,000 for these purposes, provided FCDA matches this amount, Mr. Webster said.

Meanwhile, the statewide civil defense organization has arranged for the procurement of generators for stations which are members of Conelrad clusters at a cost of about $10 per kilowatt, he said. He added that very few California stations have auxiliary power supplies at present.

Five Applications Filed For New Video Stations

FIVE applications for new tv stations were filed with the FCC last week. They include:

Ch. 34 Globe, Ariz.—By Gila Broadcasting Co., which owns five Arizona am stations. L. F. Long is president-50% owner of Gila.

Ch. 11 Coos Bay, Ore.—By the owners of KVAL-TV Eugene, Ore., to rebroadcast the programs of that station. Applicant, principally owned by C. H. Fisher (who owns several other Oregon and Washington stations), proposes no local studios at the outset.

Ch. 25 Kennewick, Wash.—By Columbia River Tv Co. (including eight stockholders headed by Stuart Nathanson, former KEPR-TV Pasco, Wash., producer-director).

Ch. 6 Nampa, Idaho—By Radio Boise Inc. (Roger L. Hagadone). Mr. Hagadone owns KYME Boise and holds a cp for KELL Kellogg, Idaho.

Ch. 13 Aguadilla, P. R.—By Hector Reichard, who owns WABA Aguadilla.

FCC Asks Ideas on Tv Shifts

FCC last week invited comments on three proposed channel shifts. Duhamel Enterprises Inc., Rapid City, S. D., has proposed substitution of ch. 4 for ch. 8 in Hay Springs, Neb., with ch. 9 replacing ch. 4 in North Platte, Neb. Comments are due May 1.

WNYT-TV (ch. 59) Buffalo, N. Y., asked that ch. 29 be allocated to Buffalo in lieu of ch. 59. The Commission asked for comments on this proposal by April 15. In a final action, the FCC shifted ch. 9 from Rome, Ga., to Chattanooga, Tenn., and ordered modification of WROM-TV Rome cp to specify Chattanooga.

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WMAZ —TV**

** CBS—10,000 WATTS—940 KC—*

*** CHANNEL 13—ALL NETWORKS*

DEINTERMIXTURE: MORE ADD TO THE PLOT

FCC last week continued to receive protests and counter-proposals against its deintermixture actions announced March 1 and March 15 [B•T, April 1 *et seq*].

In an elaborate protest, General Electric (licensee of ch. 6 WRGB (TV) Schenectady, N. Y.) hit the Commission's action on 18 different counts in shifting ch. 6 to Syracuse, N. Y., and a later proposal to put that facility in New Haven, Conn. GE charged, among other things, that the hearing which the Commission proposes is a "sham"; that the shift of ch. 6 was illegal; that GE was given no notice of the proposal to delete ch. 6; that important considerations were ignored, and that the action was arbitrary and capricious.

GE asked the Commission to rescind, revoke, annul and set aside all parts of its order relating to WRGB.

Ch. 41 WCDA (TV) Albany, N. Y., asked for a rehearing and a stay of the order deleting ch. 10 from Vail Mills (Albany), N. Y., pending final determination of the Schenectady ch. 6 assignment. Following a request by WCDA, ch. 10 was allocated to Vail Mills as a "drop-in" in November 1955.

Ch. 18 WLEX-TV Lexington, Ky., petitioned the Commission to reconsider its action in shifting ch. 7 from Evansville, Ind. (on-air: WTVW [TV]), to Louisville, Ky. The station asked for a rehearing, claiming the Commission did not have authority to take this action without rule-making. WTVW, two weeks ago, vigorously attacked the move in three separate filings [AT DEADLINE, April 1].

With the reallocation of ch. 2 from Springfield, Ill., to St. Louis and Terre Haute, Ind., ch. 59 WFAM-TV Lafayette, Ind., asked that ch. 10 Terre Haute be reallocated to Lafayette. WFAM-TV claimed that Terre Haute could not support two vhf stations in the face of competition from three Indianapolis stations whose signals, it said, cover Terre Haute.

Ch. 10 WTHI-TV Terre Haute, which has applied for the newly-assigned ch. 2, protested the temporary use of ch. 2 by KTVI (TV). WTHI-TV claimed that KTVI's transmitter site does not meet the minimum mileage separation from Terre Haute.

The Assn. of Maximum Service Telecasters hit KTVI's operation on ch. 2 for the same reason. AMST said it was concerned solely with maintaining minimum mileage separations and was taking no stand on the Commission's other deintermixture actions. "Their compromise [mileage separations] at this time, when adequate and reliable technical information is lacking but is being developed by a comprehensive, industry-wide effort [through TASO], would, we feel, be a most serious mistake," AMST stated.

Still fighting against the Commission's action in granting KTVI temporary permission to operate on St. Louis' ch. 2 was Louisiana Purchase Co. Last Thursday, an appeal for a stay was denied by the U. S. Court of Appeals in Washington. Two weeks ago it had lost a motion before the same court for a writ of mandamus to force the Commission to hold up its KTVI action. Today, Monday, in federal court in St. Paul, Minn., Louisiana Purchase Co. and Cape Girardeau Television Co. will argue a new appeal for a stay against the Commission's KTVI action. Cape Girardeau is a petitioner before the FCC to move ch. 2 from Springfield, Ill., to that Missouri city, instead of to St. Louis.

Ch. 39 WTVO (TV) Rockford, Ill., petitioned for reconsideration of the FCC decision not to remove ch. 3 from Madison, Wis., and reassign it to Rockford. WTVO said that this action was in "stark contrast" to other deintermixture moves taken by the FCC.

A second protest against the Madison decision was filed by ch. 27 WKOW-TV that city. The uhf station also cited the Commission's "inconsistency" and asked that Madison's educational reservation be changed from ch. 21 to ch. 3 or that the vhf channel be reallocated to Rockford. WISC-TV operates on ch. 3 in Madison.

Engineering considerations was the basis of a request by ch. 8 KRNT-TV Des Moines for reconsideration of the shift of ch. 8 Peoria, Ill., to Rock Island, Ill.-Davenport, Iowa. The action freezes KRNT-TV to its present antenna height and transmitter location, the protest stated, because of the required mileage separation. Davenport is 156 miles from Des Moines; a 190 mile minimum separation is required in that zone.

ABC and three individuals went along with FCC action in deleting ch. 12 (KFRE-TV) in Fresno, Calif., but opposed its reallocation to Santa Barbara, Calif. ABC contends the channel should be reassigned to Bakersfield, Calif., while Fred M. Hall, Sidney M. Held and Carroll R. Hauser told the FCC the vhf facility could best be utilized in Ventura-Oxnard, Calif. KFRE-TV has not replied to the Commission.

Examiner Recommends Alkek For Ch. 19, Victoria, Tex.

ALBERT B. ALKEK was recommended for a new tv station to operate on ch. 19 in Victoria, Tex., in an initial decision released last week by FCC Hearing Examiner Millard F. French. Mr. Alkek, who owns KNAL Victoria, proposes a power of 20 kw with antenna 332 ft. above average terrain for the ch. 19 station.

A second applicant for the channel, O. L. Nelms, withdrew his application late in February, leaving Mr. Alkek as the sole remaining applicant. Mr. Helms holds cps for ch. 19 KNBT-TV Brownwood, Tex., ch. 12 KAMT-TV Alpine, Tex., and ch. 9 KLOF-TV Flagstaff, Ariz.

In a second initial decision, Examiner J. D. Bond recommended that the daytime power of KTBB Tyler, Tex., be increased from 500 w to 1 kw (with nighttime power to remain at 500 w) on 600 kc. The application was scheduled for hearing to determine what interference the power increase would cause to KTBC (590 kc, 5 kw day, 1 kw night) Austin, Tex. KTBC stated that it had no objection to the power increase of KTBB and the examiner ruled that the need for the new service proposed by KTBB outweighed the coverage that would be lost by KTBC.

FCC Ruled Once on Arguments By KIVA (TV), KYAT (TV) Says

WRATHER-ALVAREZ Broadcasting Co. (ch. 13 KYAT [TV] Yuma, Ariz.) told the FCC last week that arguments presented by KIVA (TV) Yuma [B•T, March 25] against the proposed move of ch. 13 to El Centro Calif., were heard and ruled on by the Commission in a protest hearing on the original grant to Wrather-Alvarez.

"Every responsible and diligent effort" has been made to find a site for the Yuma station's transmitter, Wrather-Alvarez said, and there is no foundation for KIVA's charge that KYAT has made no study of the Yuma programming needs. The petition contended that the KYAT charges that Wrather-Alvarez has no intention of building a Yuma station are "false and misleading." The FCC, on March 27 [B•T, April 1], asked for comments on the proposal to reallocate ch. 13 to El Centro.

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"Give away money," said a copywriter.

"Too expensive," said the a.e.

"Gong!" rang the presiding officer. "That's negative. No judicial judgment here. No killer phrases. No stop lights. Give it the old green."

"That's what I said," said the copywriter.

A finger snapped. "Hitch-hike," cried the art director. "Give away something valuable that isn't money—like cameras."

"On WMT," said the WMT salesman, hiding under the table in the conference room.

So they gave away cameras—and to this very day they don't know who suggested WMT.

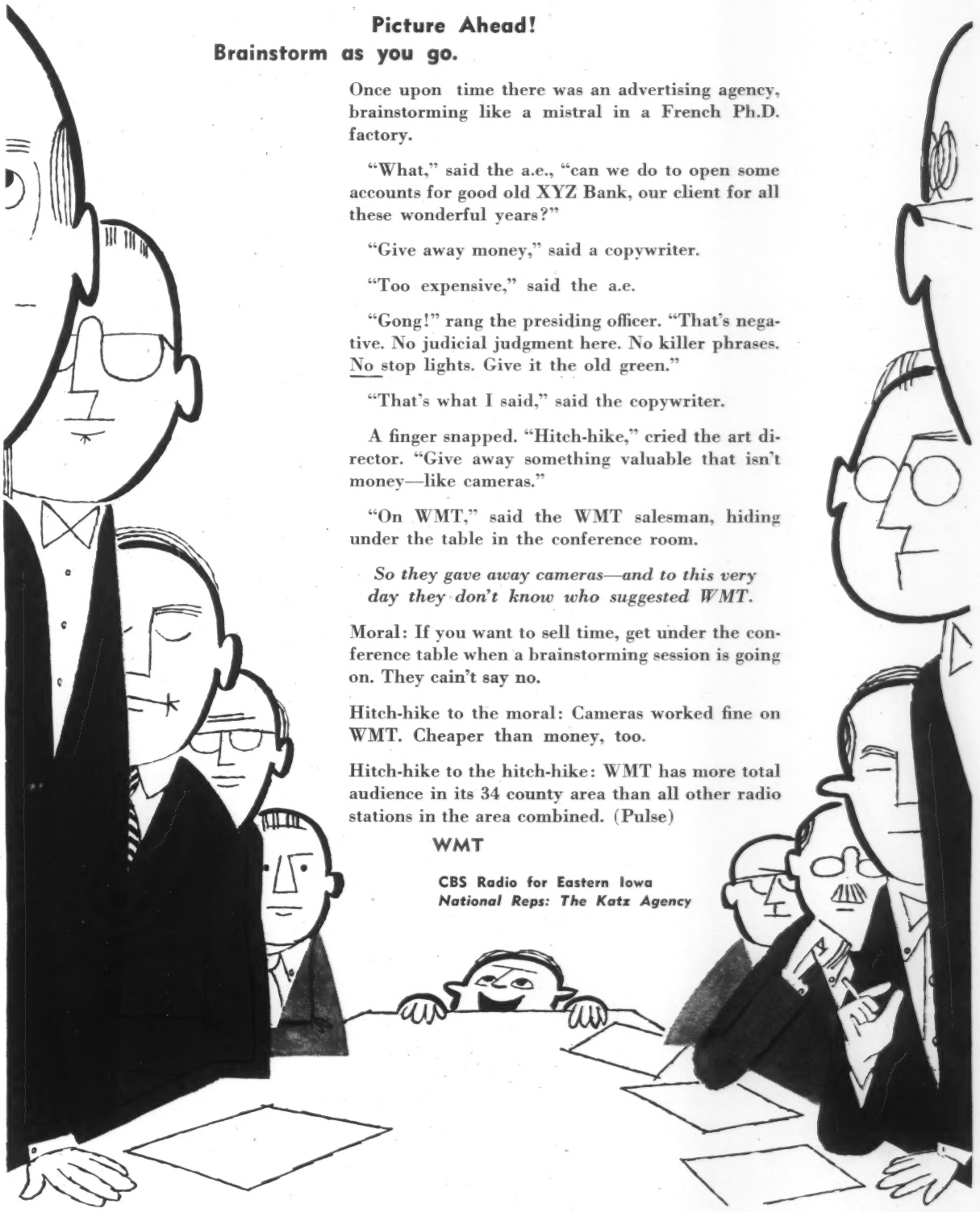
Moral: If you want to sell time, get under the conference table when a brainstorming session is going on. They cain't say no.

Hitch-hike to the moral: Cameras worked fine on WMT. Cheaper than money, too.

Hitch-hike to the hitch-hike: WMT has more total audience in its 34 county area than all other radio stations in the area combined. (Pulse)

WMT

CBS Radio for Eastern Iowa
National Reps: The Katz Agency



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Airspace Unit Holds Hearing On KRON-TV Plan; Second Set

A HEARING on the application of KRON-TV San Francisco to increase its antenna height atop San Bruno Mt. from its present 200 to 984 ft. above ground was held last week before the Washington Airspace Panel. A further meeting is scheduled within the next week or two.

Appearing for the ch. 4, NBC-affiliated, San Francisco Chronicle outlet were J. L. Berryhill, KRON-TV chief engineer, and Robert L. Hammett, San Francisco consulting engineer. Also appearing was Lowell R. Wright, KRON-TV aeronautical consultant.

Request to build a candelabra-type structure—capable of accommodating 15 tv and radio towers on its 9,000 ft. platform—was turned down by the Los Angeles regional Airspace Panel several months ago. Plans call for the tower to be built by the Crocker Estate Co., with space and transmitter accommodations to be leased to all San Francisco tv stations. San Francisco now has five tv outlets operating (ch. 7 KGO-TV, ch. 5 KPIX-TV, ch. 4 KRON-TV, ch. 9 KQUE educational, and ch. 32 KSAN-TV), plus permits held by ch. 20 KBAY-TV and ch. 26 KPRT (TV). Channel Two Inc. holds a favorable initial decision for ch. 2 Oakland, Calif.

The KRON-TV application was filed July 1956, and amended to provide for a "community" antenna tower in October 1956. The project carries an estimated $1 million tag.

Purpose is to overcome the shadowing effects of San Francisco's hilly terrain, as well as to encourage all San Francisco tv stations to locate at a common antenna site.

WIRE Asks Indianapolis Stay, Protests Craven Participation

ONE of the losing applicants in the fight for ch. 13 Indianapolis last week asked the FCC for a stay of the grant to Crosley Broadcasting Co. [AT DEADLINE, March 11] and for a reargument of the case.

Indianapolis Broadcasting Inc. (WIRE) based its appeal on the fact Comr. T. A. M. Craven was not a member of the Commission at the time oral argument was held and yet cast the deciding vote in the 4-3 decision. WIRE also challenged the legality of the action of FCC general counsel in advising the Commission regarding the case without giving notice and opportunity to other parties.

The protestant cited FCC rulings in the WBNX New York and Bay State Inc. cases in which, WIRE said, the FCC ruled that a final decision should be set aside if a commissioner(s) participated who did not hear oral argument. The other parties did not consent to participation by Comr. Craven, WIRE claimed.

The Indianapolis oral argument was held May 25, 1956; the Senate confirmed Comr. Craven's appointment June 22, 1956. An interesting sidelight: WIRE was a client of Comr. Craven's consulting engineering firm before he became a commissioner.

FEED 'EM SERIALS!

They're eating 'em up daily across the board
In Frisco, Chicago, Tampa and 21
other top TV markets!

SCREEN GEMS
TELEVISION SUBSIDIARY OF COLUMBIA PICTURES

presents 679 episodes of 53 exciting serials!

IDEAL STRIP PROGRAMMING FOR THE JUVENILE AUDIENCE!

For information call

NEW YORK	DETROIT	CHICAGO	HOLLYWOOD	NEW ORLEANS	TORONTO
711 Fifth Ave.	709 Fox Bldg.	230 N. Michigan Ave.	1334 N. Beechwood Dr.	1032 Royal St.	102-108 Peter St.
			Hollywood 2-3111	Express 3913	Empire 3-4096

Boston Ch. 5 Case Aired on House Floor

YOUTHFUL Rep. John D. Dingell (D-Mich.)—who was restrained by Chairman Oren Harris (D-Ark.) of the House Commerce Committee from questioning the FCC about the Boston ch. 5 case when that body appeared before the committee last month—last week had his say on the House floor.

Both last week and last month Rep. Dingell, a committee member, expressed his concern about reports that the FCC intends to award ch. 5 to the *Boston Herald-Traveler* (WHDH), "a newspaper company controlled by an ownership with a notorious and long-time record of antitrust convictions," as he put it in his floor speech.

Rep. Dingell was asked not to quiz the FCC on the case during the hearing last month after Commission Chairman George C. McConnaughey protested that the case was under adjudication and couldn't be discussed under provisions of the Administrative Procedures Act.

But last week, Rep. Dingell, enjoying the traditional sanctity of the House floor, said the FCC has on file affidavits charging the *Herald-Traveler* company with attempts to monopolize newspaper publishing. The grant, he said, is "conservatively estimated to be valued at $15 million and perhaps as high as $20 million."

Citing several other allegations against the company and noting the Justice Dept. is investigating the tv license contest, Rep. Dingell asserted that if the "will of Congress is defied in this instance . . . I shall . . . demand the most exhaustive investigation." Such congressional will, he said, is to "guard the public interest" and make clear to government agencies that the public issues raised "in such cases, particularly with licenses and franchises in the mass communications industry, demand the full attention of the Congress."

Other contestants for Boston ch. 5 are Allen B. DuMont Labs, Greater Boston Tv Corp. and Massachusetts Bay Telecasters Inc. Greater Boston Tv is favored in an examiner's initial decision.

Permit of KCOA (TV) Deleted; Four Other U's May Lose Cps

CH. 52 KCOA (TV) Corona, Calif., one of the five uhf stations which failed to answer the FCC's ultimatum asking why they were not taking steps to go on the air [B•T, Feb. 25, Nov. 26, 1956] has had its cp cancelled and call letters deleted. However, the Commission said this action was taken because the permittee had indicated that it would not seek to retain the cp and not because of its failure to comply.

The families of J. D. Funk and Robert E. McClure owned KCOA and also own KDAY Santa Monica, Calif. The Commission staff still is preparing its report to the Commissioners on the answers received from approximately 75 stations. Indications are it will be completed within a month, with some action expected soon after that.

Still in danger of losing cps for failure to make an accounting are ch. 62 WHEF-TV Brockton, Mass., ch. 14 WACA-TV Camden, S. C., and ch. 14 KTRB-TV Modesta, Calif. The fifth station which failed to answer, ch. 35 WJPB-TV Fairmont, W. Va., has an application pending for modification of its cp which is being considered by the staff as an answer.

The demise of KCOA brings the total number of tv cps which have been deleted since the Commission lifted its "freeze" (April 1952) to 182. This includes 147 uhf's. 34 v's and one educational u.

Cox Leaves Senate Committee To Resume Seattle Law Practice

KENNETH COX, who has served for 15 months as special counsel to the Senate Interstate and Foreign Commerce Committee for its radio-television investigation and hearings, left Thursday to return to his private law practice in Seattle.

"There are no immediate plans to replace him, but the committee may call him back for more work in the future," said Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee. "He's on a stand-by basis with us."

The senator noted that he has most of the staff's network practices report "in a rough draft in my desk, but I haven't read it as yet." Sen. Magnuson said Mr. Cox had directed the preparation of most of the network practices report before his departure for Seattle.

BOXSCORE

STATUS of comparative hearing cases for new tv stations before FCC:

AWAITING FINAL DECISION: 8

(Figures in parentheses indicate dates oral arguments were held.)

Seattle, Wash., ch. 7 (12-17-56); Orlando, Fla., ch. 9 (6-19-56); Buffalo, N. Y., ch. 7 (9-24-56); Boston, Mass., ch. 5 (10-29-56); Biloxi, Miss., ch. 13 (12-18-56); Pittsburgh, Pa., ch. 11. San Francisco-Oakland, Calif., ch. 2 (3-11-57).

AWAITING ORAL ARGUMENT: 4

(Figures in parentheses indicate dates initial decisions were issued.)

Coos Bay, Ore., ch. 16 (7-20-56); Hatfield, Ind.-Owensboro, Ky., ch. 9 (2-18-57); Onondaga-Parma, Mich., ch. 10 (3-7-57); Toledo, Ohio, ch. 11 (3-21-57); Beaumont, Tex., ch. 6.

AWAITING INITIAL DECISION: 3

(Figures in parentheses indicate dates records were closed after hearings.)

McKeesport-Pittsburgh, Pa., ch. 4 (1-7-57). Ponce, P. R., ch. 7.

IN HEARING 5

Cheboygan, Mich., ch. 4; Mayaguez, P. R., ch. 3; Victoria, Tex., ch. 19; Lubbock, Tex., ch. 5; Sioux Falls, S. D., ch. 13.

IN COURT 6

(Appeals from tv grants in U. S. Court of Appeals, Washington.)

Miami, Fla., ch. 7; Wichita, Kan., ch. 3; Portsmouth, Va., ch. 10; Knoxville, Tenn., ch. 10; Miami, ch. 10; Supreme Court: Shreveport, La., ch. 12.

KVDO-TV, KRGV Among FCC Sale Approvals

APPROVAL of two station sales in Texas was announced by the FCC last week. KVDO-TV Corpus Christi and KRGV Weslaco were among several sales granted.

South Texas Telecasting Co. is paying $194,000 (including obligations not to exceed $100,000) to Coastal Bend Television Co. for KVDO-TV. South Texas principals include Hubert J. Schmidt (former KVDO-TV employe) 17%, E. J. Healey, 17%, President Jose Garcia, 9%, Gabrial Lozano, Celso Guzman, Joe Garza and Nestor Cuesta (all present stockholders of the station), and others.

KRGV Television Corp., has excercised its option and bought 50% of KRGV from Taylor Radio & Television Corp. (O. L. Taylor) for $101,133. LBJ Co. (Claudia T. Johnson, wife of Senate Majority Leader Lyndon B. Johnson) and Mr. Taylor are co-owners of KRGV-TV. LBJ Co. bought 50% of KRGV-TV a year ago. LBJ Co. also owns KTBC-AM-TV Austin, Tex., and 29% of KWTX-AM-TV Waco, Tex.

Switches Asked for Chs. 7, 36

FCC last week was asked by Central Minnesota Tv Co. to exchange the tv channels presently assigned to St. Cloud and Alexandria, both Minn. This would involve reassigning ch. 7 to Alexandria (now allocated to St. Cloud) and ch. 36 to St. Cloud (now in Alexandria).

Central Minnesota, headed by Joseph O. Perino, was formed to bring "tv service of high quality" to the people of central Minnesota, the petition stated. Grant for ch. 7 St. Cloud formerly was held by Granite City Broadcasting Co., which surrendered its permit in December 1953. There are no outstanding applications for the channel.

Senate Bill Asks Five Years

A BILL (S 1759) to extend radio-tv broadcast licenses to five years from the present three was introduced in the Senate last week for the first time in the 85th Congress, at FCC's request, by Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Interstate & Foreign Commerce Committee. FCC's request for the measure was similar to its request to the House [B•T, April 1]. Three congressmen have introduced similar bills in the House.

Doerfer Rests After Surgery

FCC COMR. John C. Doerfer was recovering, at his home in Washington last week, from an emergency appendectomy. The attack occurred the afternoon of March 29, and Mr. Doerfer underwent surgery that night at Suburban Hospital, Bethesda, Md. He returned home April 1. Although the Wisconsin Commissioner has canceled plans to attend the NARTB convention, he still plans to fulfill two speaking engagements in Milwaukee—April 11 to the Rotary Club and April 15 to the Civic Alliance.

Adam Scheidt Brewing Co.
Alderney Dairy Company
Allstate Insurance Company
Anheuser Busch, Inc.
Atlantic Refining Co.
Bayer Aspirin
Brioschi
Buick Motors
Cadillac Motors
Canada Dry Beverages
Cantrell & Cochran Super Coola
Chevrolet Motors
Chrysler Corp.
Cities Service
Columbia Pictures
Coty, Inc.
Dodge Bros. Corp.
Dole Frozen Juices
Eveready Batteries
F. H. Snow Canning Co.
Ferrara Candy
Ford Motor Co.
G. Krueger Brewing Co.
General Electric Co.
General Pencil Company
Gerber Baby Foods
Good Humor Ice Cream
Gulf Oil Corp.
Heinz Co.
Hensler Beer
Hit Parade Cigarettes
Instant Sanka Coffee
International Salt Co.
Kasco Dog Food
Kent Cigarettes
L & M Cigarettes
Listerine
Lofft Candy
Look Magazine
Medaglin D'Oro Coffee
N.B.C. Bread
Nehi Beverages
New York Times
New York World Telegram
Old Spice
Oldsmobile Motors
Packard Motor Co.
Pall Mall Cigarettes
Pepsi Cola
Pontiac Motors
Pratt & Whitney Aircraft Corp.
R.C.A.
Readers Digest
Regent Cigarettes
River Brand Rice Mills
Ronzoni Macaroni
Ruppert Beer
Schmidt Beer

in the first two months of **1957**

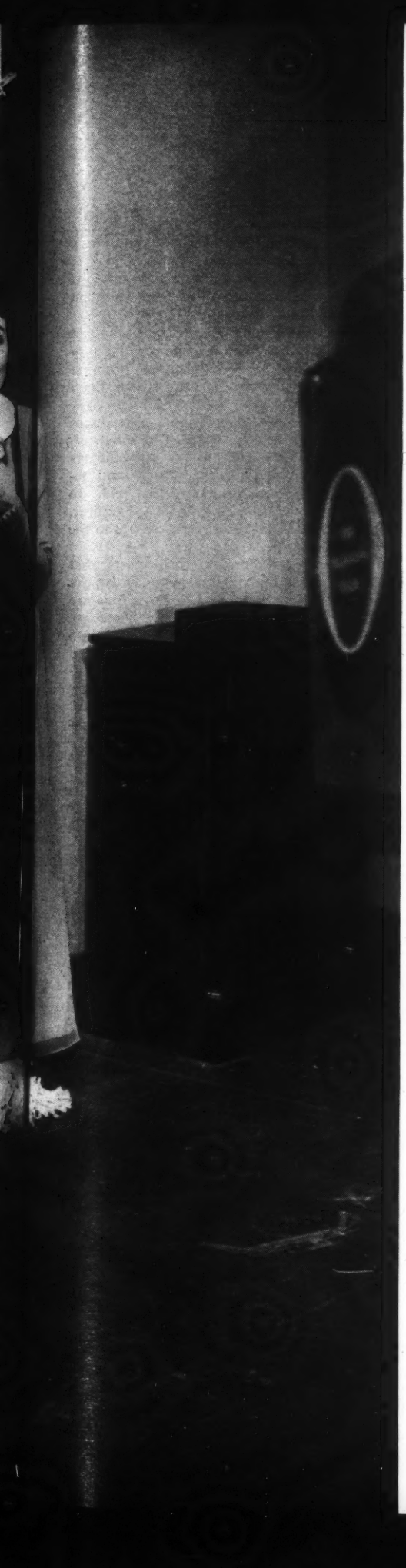
in 1956 national spot advertising increased 99.75% on **WPAT!**

Scott Lawn Seed
Seven-Up Co.
Shell Oil Co.
Sinclair Refining Co.
Sunshine Biscuit Co.
Tenda-Brand Frozen Foods
Terre Co.
Texaco
Trans-World Airlines
Twentieth Century Fox Film Corp.
Volvo Corp.
Welch's Refreshment Wines
White Rock Beverages
Winston Cigarettes

national spot advertising has increased **72.57%**

"The Gaslight Station" · New York · New Jersey

ACT OF MAGIC



At the stroke of 8, on a Sunday night, nearly every American home witnessed an act of electronic magic that only television can perform.

It presented *Cinderella*—a 300-year-old tale, infused with life and song especially for television by Richard Rodgers and Oscar Hammerstein II, two master magicians of the theatre, and gave it a new kind of opening night.

It was an opening night that television itself had never seen.

It was scheduled on 245 stations for broadcast over practically the entire continent of North America—the largest number of television stations ever assembled by a network for a single broadcast.

It was watched by an audience of more than 100,000,000—the largest number ever to view an entertainment program—enough, as someone pointed out, to fill a Broadway theatre 7 days a week for 165 years.

By capturing and enthralling virtually an entire population at the same instant, it demonstrated again the medium's unique power not only to satisfy the public's increasing interest in television but the advertiser's need for vast audiences.

It offered further evidence that a fabulous program can attract even more spectacular audiences when it is broadcast over a network with the most popular program schedule in television.

CBS TELEVISION

FLEXIBILITY

There are all kinds, but in Los Angeles television the advertiser who takes the cake is the one who grabs the opportunities.

With KTTV, the flexible independent, the ability to move quickly is normal, even innate. That's why KTTV has time and again improved its advertisers' positions in television by swift, fortuitous moves of programs into opportune time periods.

That's why, also, KTTV is the first—and the last—place to check before you decide on TV in Los Angeles.

KTTV's flexibility is the perfect complement to the turbulence that is Los Angeles television.

In Los Angeles television, be a flexible buyer.

KTTV
Los Angeles Times-MGM Television
Represented nationally by BLAIR-TV

NETWORKS

NBC RADIO AFFILIATES GET BOOST

- **Network adds 'new dimension' to help local sales**
- **Free services include kit of basic radio selling tools**

THE changing face of network radio has led NBC Radio to add what its officials call "a new dimension" of service designed to help its affiliates boost their local sales and stature at the same time—and all for free.

Basically, the new service encompasses:

• Special seasonal "campaigns" for stations to use in pushing local sales in specific fields, with NBC supplying the basic sales tools.

• Similar tie-in campaigns in which NBC gets up presentations for affiliates to use in selling spots to the local dealers of national advertisers who buy time on NBC Radio.

• Special presentations and on-the-air promotion spots, tailor-made for each of the 188 NBC Radio affiliates.

• Special spot news broadcasts which the stations can record and edit for use in their local news schedules.

George A. Graham, sales planning director, is in charge of the new service. It started the first of the year as part of the building program of Matthew J. Culligan, NBC vice president in charge of radio, and is "paying off handsomely for the stations."

In about a dozen cases, tailor-made promotional spots are being prepared for each of the 188 stations. Approximately 70 stations already have been serviced, and work on the rest is now in progress.

Similarly, basic radio sales presentations are being prepared for all affiliates, also on a "personalized" basis.

Special "campaigns" sparked and serviced by NBC to date include one on January white sales and one designed to promote the use of local radio by drug stores. Each lasted a full month.

Mr. Graham's department also takes pains to alert stations when a national advertiser buys time on NBC—so the affiliates can go after the advertiser's local and regional distributors, dealers or jobbers. In cooperation with the national advertiser, NBC also often makes direct mailings to the local dealers.

The special spot news broadcasts that NBC feeds to affiliates for optional use are not strictly a sales tool, though stations are free to use them as they wish. These are fed via the "hot line" which NBC put into service the first of the year to permit it to break into station programming, if warranted, with coverage of any extraordinary news developments.

Incorporation Plans Seen for ABC Radio

ESTABLISHMENT of ABC Radio as a separate corporate entity to be headed by Robert E. Eastman [B•T, April 1] was reported last week to be a virtual certainty.

Details of the new corporate structure remained to be worked out, however, though it was expected that this task would be completed in time for submission to the board of directors of the parent American Broadcasting-Paramount Theatres at its meeting Wednesday.

Presumably the present ABC division would continue to operate the television network and the owned stations.

An announcement of the new set-up—and of the selection of Mr. Eastman to head it—is expected following the board meeting scheduled Wednesday.

Mr. Eastman currently is executive vice president of John Blair & Co., station representation firm which coincidentally represents all but one of ABC's owned radio stations. He is slated to take over the new post about May 1, as president.

The imminence of the appointment of a head of the radio network was believed to be the reason for postponing indefinitely a meeting of the ABC Radio Stations Affiliates Advisory Board which had been scheduled for last Wednesday in New York. The post has been vacant since Don Durgin resigned as vice president in charge of ABC Radio to become vice president for sales planning at NBC-TV [B•T, March 4].

CBS: 'Cinderella' Drew Largest Audience Ever

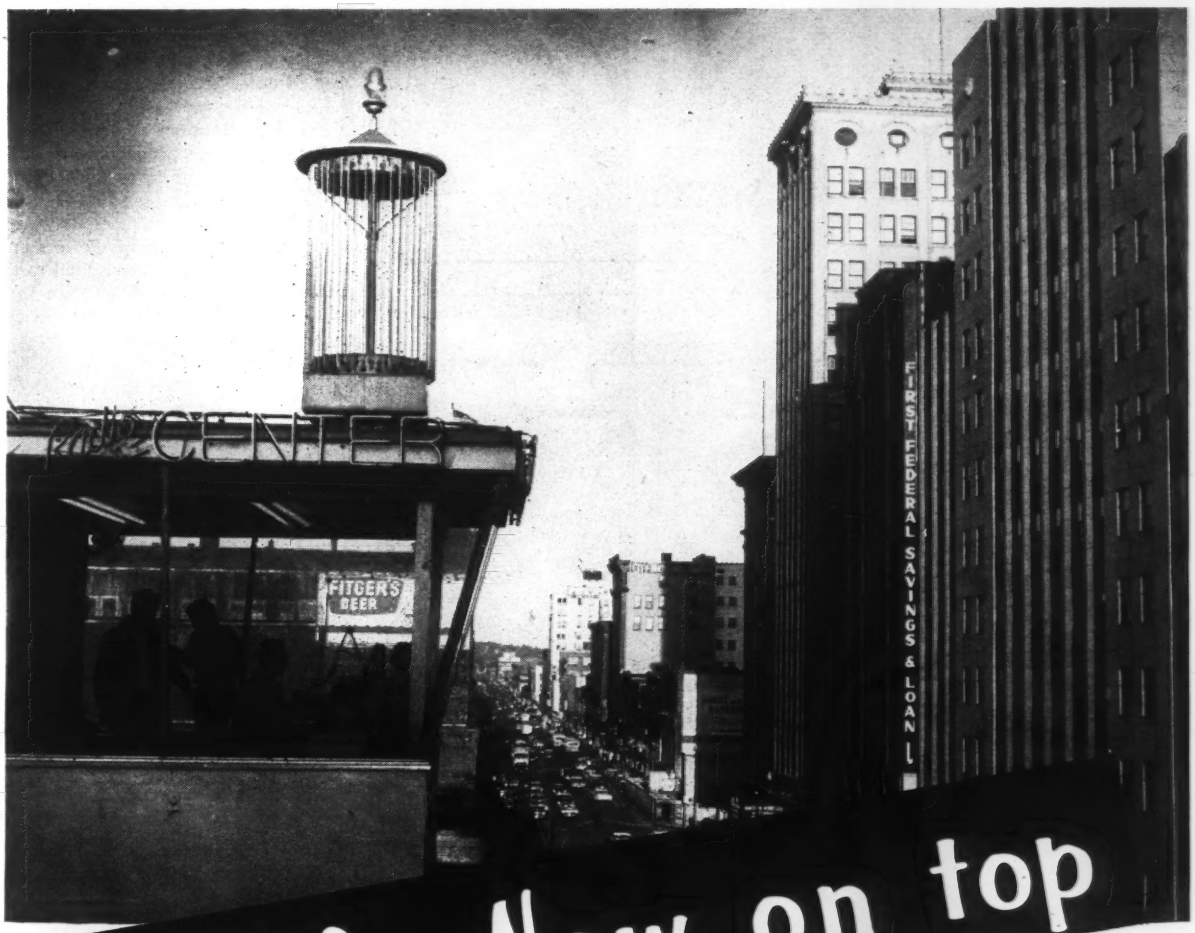
CBS-TV last week claimed that its *Cinderella* colorcast of March 31 (8-9:30 p.m. EST) drew the largest number of people ever to view an "entertainment program": an estimated "over 100 million."

CBS-TV estimate was based on figures supplied by Trendex which had showed a 43.3 rating and a 66.0 share of audience for the 90 minutes. Trendex, which covers 15 major cities across the country, also presented an audience composition figure of an average 4.43 (that is, an average of 4.43 people watched *Cinderella* in the tv home that tuned to the program).

From past experience, it is known that for a program with the general appeal of a *Cinderella* or *Peter Pan* (NBC-TV), the Trendex report when translated to the Nielsen rating goes up about 10%. CBS-TV used 9%, then taking a "turnover" figure of plus 30% in audience (i.e., total audience was estimated to be 30% higher than the average audience), it was then figured via Nielsen standards that the program should have a total audience rating of 61.5%.

Presuming the program to have had virtually 100% coverage in tv homes because of the big station lineup (that is, that nearly everybody with access to a tv set in the U. S. *could* have seen the program), CBS-TV then proceeded to project the number of homes via the method of total tv homes.

Total homes was calculated at 39.3 million, and after the percentage of 61.5 was applied it was estimated that 24.2 million homes saw some or all of the program. The latter figure multiplied by audience com-



WEBC Now on top

WEBC

is now the number one radio station in the Duluth and Superior market!

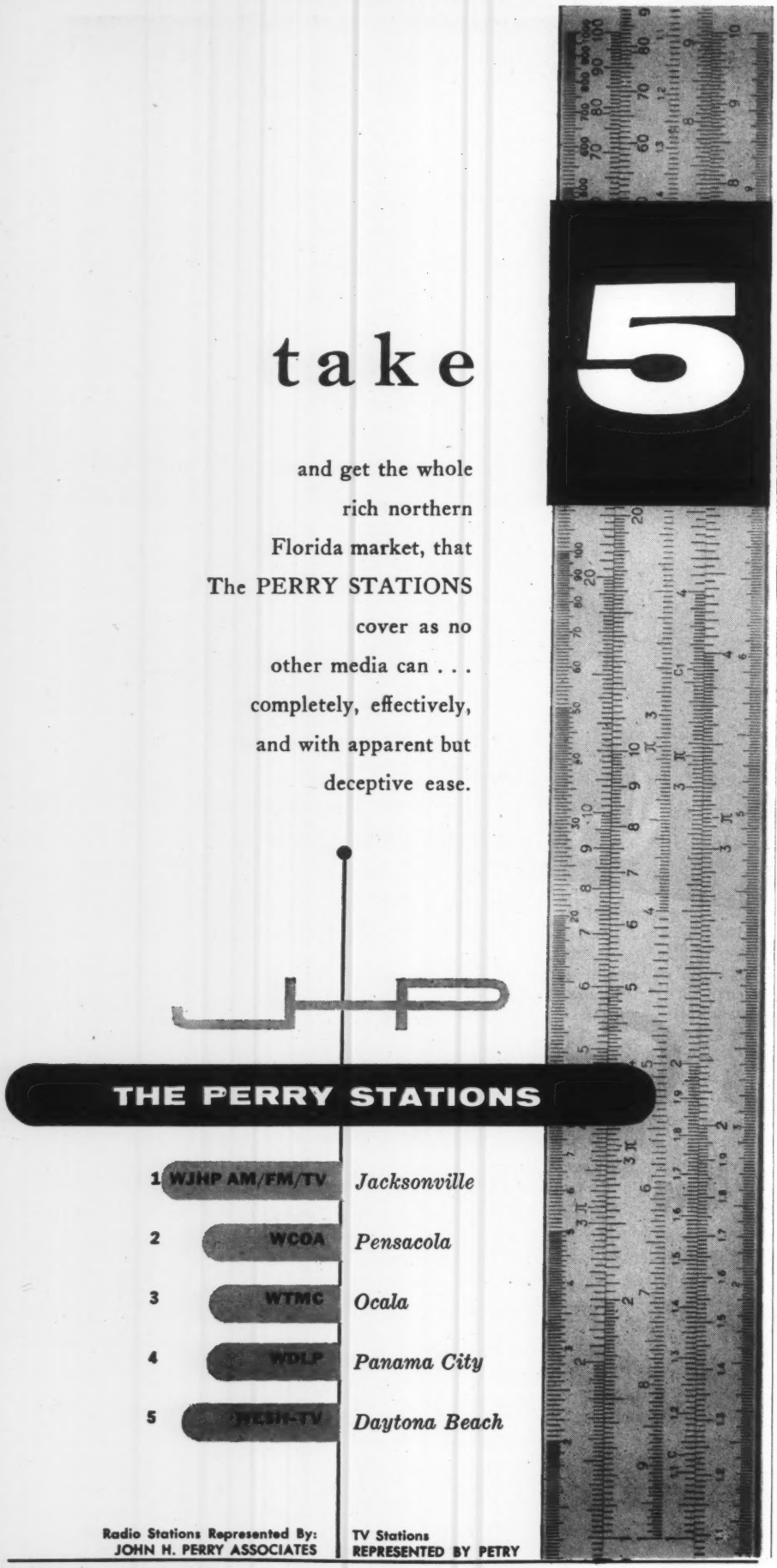
WEBC TRAFFIC TOWER

This complete broadcast studio overlooks the heart of Duluth's business district . . . . a service to routing traffic and emergency vehicles and a constant reminder to Duluthians of WEBC's outstanding programming.

WEATHER BEACON

Mounted atop the Traffic Tower, the WEBC Weather Beacon signals the weather forecast for the Twin Ports area. Weather is important to these people . . . same as listening to WEBC.

——Contact George P. Hollingbery Co.——



position of 4.43 (the Trendex figure, it was pointed out, was quite high but has credence because of the increasing attraction of color in drawing a number of people around a set and the night the program was shown—the 8-9:30 slot on Sunday). CBS-TV came up with an actual count of 107,206,000. To shockproof for error, the network knows that perhaps some 6% of viewers in Canada (not measured) could be added to the U. S. audience. This addition was not made.

It is interesting to note that Nielsen had showed the first telecast of *Peter Pan* on NBC-TV was seen in about 20.4 million homes, or some 3.8 million fewer homes than are claimed for *Cinderella*. Only qualification being made by CBS-TV researchers in its claim for the "largest number ever to view an entertainment program" is that election night and convention night cumulative audience figures of last summer for CBS-TV alone would be higher, but that these events were not "entertainment."

WCBS' Ward Named CBS-TV Station Relations Manager

CARL WARD, general manager of WCBS New York, last week was named national manager of CBS-TV station relations by Edward P. Shurick, CBS-TV vice president-director of station relations. The appointment was effective immediately.

MR. WARD

Also appointed was Robert Wood, assistant director of station relations at CBS-TV, who has been put in charge of the contracts and records division of CBS-TV station relations.

'TO THE EDITOR'

TAKING a cue from the growing number of newspapers and magazines that run "Letter From the Editor" or "Letter From the Publisher" columns, Robert W. Sarnoff, NBC president, last week instituted a "Letter to the Radio-Tv Editor" activity. At intervals of about two weeks, Mr. Sarnoff intends to write a letter to radio and television editors across the country, commenting on developments of interest in the industry.

In his initial letter, Mr. Sarnoff discussed a note which had been written to NBC by a retired four-star general, expressing disappointment that the *Romeo and Juliet* spectacular had pre-empted Charles Van Doren and *21* program. Mr. Sarnoff said that next season NBC-TV will not be bound by "the rigid one-out-of-four scheduling patterns" for spectaculars, pointing out that they would be spotted throughout the schedule, with no regular show pre-empted more than twice.

This is Worcester . . .

One of the **Bonus** *Cities Served by*

WJAR-TV *Providence*

wjar-tv
CHANNEL 10
PROVIDENCE, R. I.

WJAR-TV--*Dominant Station in the* **PROVIDENCE** *Market-- offers* **32%** *more monthly coverage according to the Nielsen Market Coverage Report**

*Check your Nielsen for other bonus areas covered by WJAR-TV

5 STAR FEATURES FOR SKY-HIGH PROFITS!

NEW FOR YOU FROM RCA THESAURUS

Read it in the stars — *bigger* sales, *bigger* earnings for your radio station in '57 with these 5 new additional features from RCA Thesaurus!

1. THE NEW LAWRENCE WELK SHOW

More than 200 New Orthophonic High Fidelity selections by the nation's favorite TV band! Features "Champagne Lady" Alice Lon, accordionist Myron Floren, violinist Dick Kesner, other Welk headliners, plus the maestro himself as emcee. Special sales kit, audition discs, promotion material. Now enjoying coast-to-coast sponsorship, The New Lawrence Welk Show is a first-call seller.

2. QUICKIE TUNES

Now cataloged for easier handling—1100 Quickies—special, complete, short recordings, playing time 30 seconds to 2 minutes. "Quickies" mean more time for commercials — smoother programming.

3. I REMEMBER WHEN

Paul "Pops" Whiteman draws upon his extensive show business background for a memory-filled series of tuneful half-hours with his own entertaining anecdotes about the singers, composers and players who make America's music.

4. GREAT MOMENTS IN SPORTS

52 fully-recorded quarter hour human interest sports vignettes narrated by Bud Greenspan, and featuring the actual voices of sportsdom's most colorful figures — Babe Ruth, Lou Gehrig, Jesse Owens, Gene Tunney, Tony Galento, and others.

5. SALES BOOSTERS

A variety of intriguing recorded gimmick lead-ins that flag the listener's attention for your live commercials. Effective individually or as a campaign.

All this on top of a library of 5,000 selections, a weekly continuity series, audition discs and a steady stream of sales aids and ideas, plus the sensational "Shop at the Store with the Mike on the Door" plan that means *extra* income for RCA Thesaurus subscriber stations! Merchandising, promotion and programming . . . this is the *complete* transcription library service for you. Get on to it today. Contact the RCA Thesaurus sales representative at the office nearest you (see list below).

RCA KEY CLUB **NARTB Conventioneers:**

You can win a '57 Dodge, other valuable door prizes! Register at the RCA Key Club, Suite 500.

RECORDED PROGRAM SERVICES

155 East 24th Street, New York 10, N. Y., MUrray Hill 9-7200 / 445 N. Lake Shore Drive, Chicago 11, Ill., WHitehall 4-3530 / 134 Peachtree St., N. W., Atlanta 3, Ga., JAckson 4-7703 / 7901 Freeway #183, Dallas 35, Texas, FLeetwood 2-3911 / 1016 S. Sycamore Ave., Hollywood 38, Calif., OLdfield 4-1660.

RCA

THESAURUS

THIS YEAR

WBOF

winner of

5

ASSOCIATED PRESS AWARDS

AMONG COMPARABLE STATIONS IN VIRGINIA

3 – 1st Places

- LOCAL & STATE NEWS
- SPORTS
- COMPREHENSIVE REPORTING

1 – 2nd Place

- FARM NEWS

1 – 3rd Place

- SPECIAL EVENTS

This makes 8 A-P awards for WBOF since its start just 28 Months ago . . . proven time and again a potent selling force for a major segment of America's 25th Market-Norfolk-Portsmouth Virginia Beach Area . . .

WBOF

VIRGINIA BEACH - NORFOLK AND PORTSMOUTH, VIRGINIA

HIL F. BEST CO.
National Representative

CBS Vetoes 'Debates' by Religious Groups

WITH the entry last week of the Protestants and other Americans United for Separation of Church and State into what was once a "misunderstanding" between a noted Jesuit priest and CBS public affairs, the network had on its hand the makings of a *cause celebre* approximating—but on a smaller and less vocal scale—WGN-TV Chicago's "Martin Luther" case.

POAU, an organization that is over 10 years old, has asked CBS Radio to schedule a "dignified hour" of monthly religious debate on its *Church of the Air* or any other program. The debate, obviously, would be between Protestants and Catholics.

This suggestion, outlined in a letter sent to CBS Radio President Arthur Hull Hays, was made following the network's decision to cancel a *Church of the Air* program on which the Rev. Thurston L. Davis, S.J., editor of the Catholic weekly, *America,* was to have chided Protestants for failing to appreciate the Catholic attitude toward birth control, censorship and public monies for parochial schools. Father Davis' script was scheduled for March 10 airing. The following week, *America* reprinted in full text "The Sermon That Wasn't Given." Two days later, the Rev. Truman B. Douglass of the Board of Home Missions and a founding member of the Broadcast & Film Commission, National Council of Churches of Christ (USA), unexpectedly jumped to Father Davis' defense, attacked CBS for "censoring" the Jesuit priest and told reporters that in some respects the "Davis case" had all the ingredients of the WGN-TV Chicago situation earlier. At the time Rev. Douglass made his remarks, CBS officials declined comment.

This time they didn't. Mr. Hays said that "under no circumstances" would the network go back upon 25 years of consistent policy toward *Church of the Air* and turn into "running debate" a program that is basically "devotional and inspirational in format and conception." Nor would CBS "at the present time" consider setting aside another time period for debate purposes. Mr. Hays said he would shortly answer the letter, which was signed by Glenn L. Archer, executive director of POAU, outlining a CBS "policy statement."

Least happy of all was Father Davis himself. When informed that the Protestant group had in mind pitting him against Methodist Bishop G. Bromley Oxnam and Paul Blanshard, author of the highly-controversial (and anti-Catholic) *American Freedom and Catholic Power* the Jesuit editor noted: "There is nothing in the record of the Protestants and other Americans United for Separation of Church and State to suggest that it is capable or even desirous of conducting what it calls a 'dignified hour' of church-state discussions designed to promote tolerance and understanding between Protestants and Catholics."

4 More Advertisers Join CBS Radio's 'Impact' Plan

FOUR more national advertisers have utilized the program structure within the framework of "Impact," by purchasing time on CBS Radio's Saturday morning schedule, John Karol, vice president in charge of CBS Radio network sales, announced last week.

Dixie Cup Co. and Vernell Candy Co. (Vernell buttermints) have signed 26-week contracts and Campana Sales Co. and Cowles Magazines Inc. (*Look* magazine) have signed 13-week contracts for five-minute segments on CBS Radio's Saturday morning (11:05 a.m.-12 noon, EST) *Robert Q. Lewis Show.*

In addition to the new business, Mr. Karol also noted a 10-week renewal by Toni Co. This announcement raises the number of Saturday Robert Q. Lewis sponsors to eight, he said. Present sponsorship includes Hudson Vitamin Products Inc.; Lewis-Howe Co. (Tums); and Milner Products Co.

The 10-week renewal by Toni is effective immediately, as is *Look* magazine's contract for 13 weeks of alternate sponsorship. Campana's contract is effective April 13, Vernell's in early May and Dixie Cup May 18. Agencies involved are Erwin, Wasey & Co., Los Angeles, for Campana Sales; Hicks & Greist, Los Angeles, for Dixie Cup; Martin & Tuttle Adv., Los Angeles, for Vernell Candy; and McCann-Erickson for *Look* magazine.

John Balaban, 62, Dies; Was AB-PT Board Member

LAST rites will be held in Chicago today (Monday) for John Balaban, president of Balaban & Katz theatre chain, pioneer in the motion picture exhibition and television fields and board member of American Broadcasting-Paramount Theatres Inc.

MR. BALABAN

Mr. Balaban, 62, died from a heart attack in his Chicago Lake Shore drive home early Thursday morning. Services will be conducted in Temple Sholom church with burial at Waldheim cemetery in suburban Forest Park.

A founder of the Balaban & Katz chain, Mr. Balaban became a director of AB-PT after FCC approval of the merger of ABC and United Paramount Theatres in February 1953.

Vernon to NBC-TV Sales Post

GERALD A. VERNON has joined NBC as director of sales services, television network, it was announced last week by Walter D. Scott, vice president, national sales manager, for NBC-TV. Mr. Vernon has served as associate media director of J. Walter Thompson Co. since August 1955.

Meet the Bell System's new guardian of microwave transmission quality

Bell System automatic protection switching substitutes a spare channel when interference occurs during transmission. B. C. Bellows, a designer of the system, checks terminal indicating equipment.

There's a new watchman on duty along Bell System microwave channels, protecting your transmissions against fading and equipment failures.

Its name—*automatic protection switching*. Its reflexes are so fast that it prevents failures before TV audiences are even aware of the trouble.

It works this way: When a channel encounters trouble, a spare (or protection channel) is automatically switched so as to parallel the troubled channel; both then carry the same signal. At the receiving end, Bell System equipment determines which of the two signals—regular or spare—is better, and relays it on.

The entire series of events takes less than one-twentieth of a second.

This development is one more example of how the Bell System is constantly finding new and better ways to serve the broadcasting industry.

BELL TELEPHONE SYSTEM

Providing intercity channels for network television and radio throughout the nation

Jerry Swisher
Chicago

Jerry Gill
Omaha

Jim Coldsmith
Denver

Douglas Lovelace
Louisville

Clayton Hickerson
Dallas

Tom Stuetzer
Charlotte

Frank Stearns
Washington, D.C.

There's a NEW SOUND

and these AP men can

...at the NARTB in CHICAGO This Week

The Associ

AP

TUNED to the NEW

Howard Graves
Portland

Paul Breining
Harrisburg

Thomas B. Aden Jr.
San Francisco

Tom Cunningham
New York

in RADIO NEWS!

Justin Anderson
Kansas City

tell you about it ...

...in YOUR STUDIO Next Week-or Any Week!

Jack Weldon
Atlanta

Al Stine
New York

ated Press

SOUND in RADIO NEWS

AP

AP
CHICAGO CONVENTION
HEADQUARTERS
Green-West Room
BLACKSTONE
HOTEL

ABC Announces 'Sportaculars'; Plan 11 Hour, Half-Hour Shows

PLANS for a year-round series of "sportaculars"—special programs to be broadcast on the eves of major sports events—have been announced by ABC Radio.

"Sportaculars" are described in a brochure circulated by ABC as "special events . . . starring the *big* sports people—the ones who play in front of the crowds and the ones who make the decisions behind the scenes—starring the big news stories that are immediately uppermost in the minds of millions of fans."

Eleven have been planned, some of one hour and some of 30 minutes, starting with one April 14 (7:05-8 p.m. EST) to mark the opening of the baseball season, and extending through a year-end summary of 1957's major sports news in December or January. Howard Cosell, the lawyer who has acquired a popular reputation as a sportscaster, will handle the programs.

ABC Radio is offering the "sportaculars" to advertisers at $11,647 net for a one-hour show, $8,103 net for a half-hour program. These costs include commissionable talent costs of $2,400 and $2,200, respectively. The time costs are based on full network clearance and appropriate rebates will be made for stations not cleared. In addition, ABC is offering to contribute $1,000 toward the cost of advertising, promotion and merchandising for each "sportacular" that is sold. An additional $1,000 per program will be contributed by ABC if a sponsor buys the entire "Sportacular" series and agrees to put up $1,000 of his own toward advertising, promotion and merchandising.

CBS-TV Engineering Posts Go To Chamberlain, Chinn, O'Brien

NEW ENGINEERING appointments at CBS-TV were announced Thursday by William B. Lodge, vice president of station relations and engineering. They are effective immediately.

A. B. Chamberlain, formerly chief engineer, becomes director of engineering.

Howard A. Chinn, formerly chief engineer, audio-video division, assumes the new title of chief engineer.

Richard S. O'Brien, formerly chief project engineer, becomes assistant director for audio and video engineering.

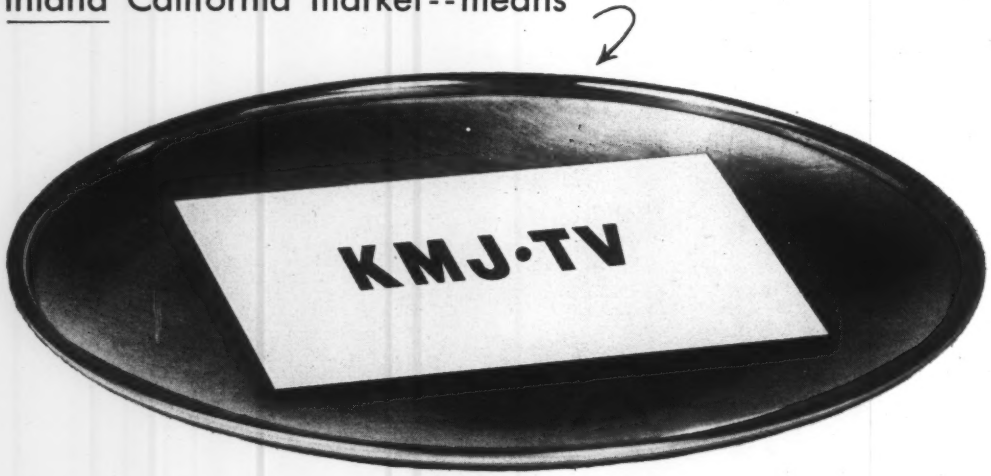
Mr. Lodge said J. D. Parker would continue as assistant director for radio frequency engineering.

Fred Wile, Weaver Associate, Opens Beverly Hills Offices

FREDERIC W. WILE JR., an associate of of Sylvester L. (Pat) Weaver, former NBC president and board chairman, in what is reportedly a new tv daytime "baby network" venture [B•T, March 18], has opened offices in Suite 210 at 120 El Camion Drive, Beverly Hills, Calif. Telephone is Crestview 6-2331. He will meet Mr. Weaver today (Monday) in Seattle, where Mr. Weaver will make the main address Wednesday at the annual awards banquet of the Seattle Advertising Club and will speak informally Thursday at a luncheon meeting of the Washington State Broadcasters Assn. While Messrs. Weaver and Wile have declined to comment, it is expected that the plans of the new organization will be revealed in the Seattle speeches.

NBC'S Harry Bannister, vice president in charge of station relations (1), takes his turn at the affiliation contract just signed by representatives of WIIC (TV) Pittsburgh [B•T, April 1]. They are General Manager Robert A. Mortensen (center) and Oscar M. (Pete) Schloss, president of WWSW Inc., permittee for the new ch. 11 facility and licensee of WWSW-AM-FM Pittsburgh.

TV in Fresno--the big
inland California market--means

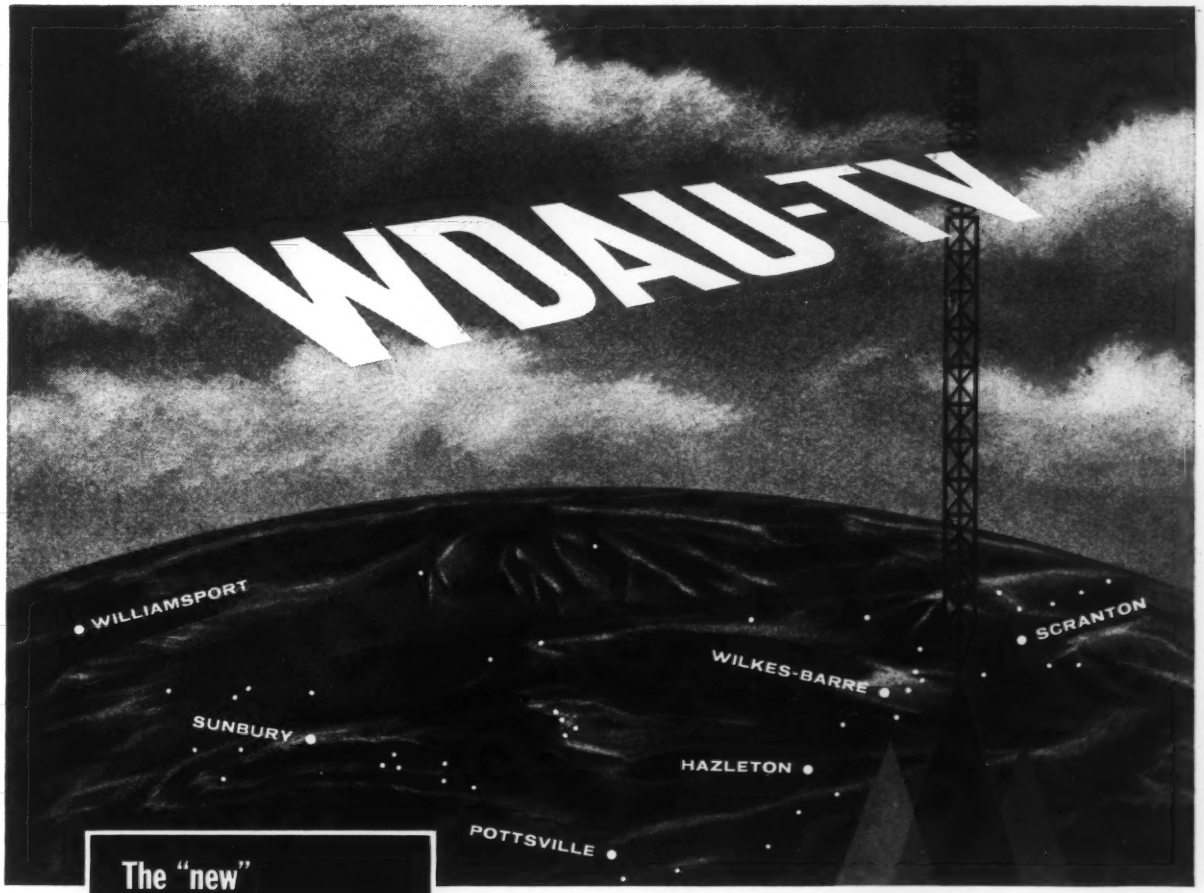


• Best local programs

• Basic NBC-TV affiliate

KMJ-TV

Paul H. Raymer Co.
National
Representative



The "new" WDAU-TV makes "ONE MARKET" of SCRANTON... WILKES-BARRE and the 52 communities of NORTHEAST PENNSYLVANIA

On April 1st, WGBI-TV, Scranton, became the new **WDAU-TV,** Channel 22, an affiliate of WCAU-TV, Philadelphia.

Everything's new on the new **WDAU-TV!**

- **NEW!** Power upped to one million watts.
- **NEW!** Doubled antenna height...the highest in the area.
- **NEW!** Transmitting equipment is the latest advancement in the field of electronic transmission, increasing power nearly sixfold.
- **NEW!** Doubled coverage area...reaching 1½ million people in 19 counties.
- **NEW!** Sharper, brighter, consistently clearer picture, over the entire area.

In the past, WGBI-TV surpassed all competition in Scranton and Wilkes-Barre, both day and night. Now, the advantages of **WDAU-TV's** new facilities plus the seasoned skills of WCAU-TV, guarantee the LARGEST AUDIENCE IN THE AREA AT THE LOWEST COST! Phone H-R TELEVISION for the complete story!

WDAU-TV *Scranton*

CBS Television Network in Northeast Pennsylvania

Otter
Lutra Canadensis
Way up in the wilds of Michigan, this torpedo-shaped swimming star is a playful nomad, ever on the prowl for woodland waters where fish are plentiful. His fur coat is properly insulated and durable, but somewhat out of fashion.
Original sketch by conservationist Charles E. Schafer

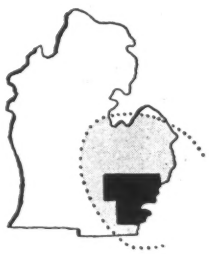
Put your money where the people are

Are you reaching otters instead of people with your Michigan radio advertising?

WWJ's new Hi-Fi signal, personalities, news coverage, and feature programming concentrate on *people*—the big-earning, big-spending folks in southeastern Michigan to whom WWJ is a constant companion and trusted friend.

Ogle the otters when you can find them. Use WWJ when your sights are on sales.

Seventy per cent of Michigan's population commanding 75 per cent of the state's buying income is within WWJ's daytime primary area. In the Detroit area alone, over 3½ million people drive nearly 1⅓ million cars and spend over $5 billion annually for retail goods.



AM and FM

WWJ RADIO

WORLD'S FIRST RADIO STATION

Owned and operated by **The Detroit News**

NBC Affiliate

National Representatives: Peters, Griffin, Woodward, Inc.

New ABC-TV Program Dept. To Emphasize Creativity

NEW organization alignment in the ABC Television Network program department was announced last week by James T. Aubrey Jr., vice president in charge of programming and talent for the ABC Television Network. The new set-up is designed to meet demands created by "increased activity in ABC Television programming and to facilitate expansion in the future," Mr. Aubrey said. Added emphasis on creative work is planned through the new organizational structure.

J. English Smith, manager of the tv network program department, New York; Ted Fetter, program director, and James H. McNaughton, executive art director who has been named director of production services, each will be responsible for separate areas and report to Mr. Aubrey.

Mr. Smith under Mr. Aubrey will handle the day-to-day administration of the entire program department operation. Mr. Fetter will be responsible for program supervision, direction, writing and talent. Mr. McNaughton will supervise all of production services.

Bernard I. Paulson assumes the newly-created post of manager of production services for ABC-TV, working with Mr. McNaughton. Ruth Kiersted Blainey, ABC-TV operations manager, will report to Mr. Smith. Daniel Melnick, manager of program development for ABC Television, will work directly with Mr. Aubrey.

CBS Chicago Move Complete

CBS Chicago has completed move of its offices and production facilities from the Wrigley Bldg. to 630 N. McClurg Court, Chicago 11, Ill. The new center, converted from an ice skating arena, will house CBS Television and CBS Radio network and spot sales, CBS Television Film Sales, Columbia Records and Columbia Transcriptions as well as WBBM and WBBM-TV, network owned outlets. CBS Chicago has relinquished facilities in the Garrick Theatre.

NETWORK PEOPLE

Howard Erskine, producer-director in legitimate theatre, signed by CBS-TV to long-term contract in producing and creative capacity.

Ralph Nelson, producer-director-writer for tv and motion pictures, named alternate producer of CBS-TV's *Climax* series, sharing production with **Edgar Peterson,** who has produced series for past year.

David Yanow, account executive for CBS Radio network sales department, to NBC-TV as salesman.

Joan Frankel, Ted Bates Co., to CBS Reference Dept. as librarian succeeding **Agnes Law,** retired.

Lawrence E. Lesueur, CBS News United Nations correspondent, married Dorothy Hawkins, fashion editor of *New York Times,* March 25.

We don't mean to alarm you; but this phrase has now become a byword among commercial managers of all progressive stations.

In keeping with problems facing radio broadcasters today, Lang-Worth now offers

RADIO HUCKSTERS and AIRLIFTS

a new, completely versatile and comprehensive service devoted to increasing station revenue and developing an exciting and distinctive sound.

RADIO HUCKSTERS and AIRLIFTS is a complete service, specially produced in cooperation with broadcasters. Fresh material is added monthly, for timely impact.

RADIO HUCKSTERS and AIRLIFTS is available with no strings attached . . . no full library to buy. Get all the details and hear for yourself.

LANG-WORTH FEATURE PROGRAMS, Inc.

1755 BROADWAY, NEW YORK 19, N. Y. • JUdson 6-5700

1949

IN 1949 the Number One Nielsen-rated half-hour network radio program reached 7.8 MILLION different families with 23.6 MILLION minutes of commercial message. Today you can do better—for less money.

IMPA

Just Like The Good Old Days—Only BETTER!

1957

IN 1957, the new CBS Radio IMPACT plan reaches over 8 MILLION different families with more than 25.5 MILLION minutes of commercial message—at 65 percent lower cost per thousand commercial minutes.

ACT

on the CBS Radio Network

Meeting
our
responsibilities...

over
one-half million
TV families
depend on

WRGB

for the finest
and most extensive
public service
programming in
the Great Northeast

Serving the Great Capital District of Albany, Schenectady and Troy plus—All of Northeastern New York and Western New England.

WRGB channel 6

Contact R. F. Reid, WRGB—Schenectady or your local NBC Spot Sales Representative

DATELINES OF THE WEEK

A SAMPLER OF RADIO AND TELEVISION NEWS ENTERPRISE

STATIONS in the tornado-torn Southwest likely were the nation's hardest pressed to do their news jobs last week, as storms threatened the very roofs over their heads.

DALLAS—News Director Bob Tripp of WFAA-AM-TV Dallas saw a cloud funnel forming late Tuesday afternoon. At the WFAA radio studios in the penthouse of a downtown building, engineers carried equipment to the roof. There Mr. Tripp and staff broadcast a 40-minute account of the tornado's progress as it bore down, destroying homes and office buildings across one entire section of the city.

Two miles away, at the WFAA-TV studios, cameramen televised the twister from the studio roof, while film crews hurried out to where the storm hit. Newsmobiles relayed on-the-scene reports. Early spotting of the storm enabled them to get into disaster areas ahead of rescue crews. In these areas and at the studios, the entire staff was busy through the following day coordinating the job and relaying emergency information. ABC and NBC made extensive use of WFAA radio and television reports.

WASHINGTON—Miles away from the storm area, News Director Joe Phipps of WWDC Washington called KLIF Dallas last Tuesday afternoon to get a beeper report on the U. S. Senate elections. At that moment, the twister was hurtling down the streets of Dallas. And a KLIF mobile unit was in its path. The WWDC telephone line was patched in, and Washington listeners got the dramatic story first hand from a KLIF newsman, complete with wind whistle, sirens and other bona-fide effects.

The tornado report, as timely as could be had in the East, lasted about two minutes —until the KLIF mobile unit, the twister on its tail, had to sign off and run.

WWDC did get its Texas election report later. But this time the station picked a calmer source. The election report came from Austin.

DES MOINES—KIOA Des Moines, Iowa, when the wind subsided, was operating momentarily with reduced power. Wind gusts toppled two 262-ft. towers Wednesday evening, it was reported by Bill Martin, executive vice president of the station. He estimated damages tentatively at upward of $20,000.

Towers blown over were used for nighttime broadcasting, according to Mr. Martin, while four others southeast of Des Moines—used for day and night operation—withstood the winds. When the two towers collapsed, KIOA reduced power from its regular nighttime 5 kw to about 2 kw. Despite an earlier intermittent power drop, Mr. Martin said, the station remained on the air when the towers fell. Wind gusts were described as about 66 miles an hour.

ARDMORE—Tuesday's tornadoes missed Ardmore, Okla., but the 300-ft. tower of KVSO-TV, located 13 miles north of the city, fell soon after the station had aired tornado alerts for residents. General Manager Albert Riesen of KVSO-TV expected last week to be back on the air today (Monday) or early this week.

SHANGHAI—Before storm news began to dominate the airwaves, KMTV (TV) Omaha got a personal version of a story that broke in Asia. When an Omaha Franciscan priest, Father Fulgence Gross, was released by the Chinese Communists a week and a half ago, after six year's imprisonment, KMTV (TV) telephoned him in Shanghai. After transcribing his interview with the priest, KMTV News Director Floyd Kalber arranged for cameramen to film Omaha relatives of the priest as they listened to the recording. KMTV used a split screen, to air its exclusive interview, showing on one hand a typed copy of Father Gross' words and on the other his family's filmed reactions.

BOSTON—In Boston last fortnight, WBZ-TV brought viewers a 15-minute telecast devoted to the Massachusetts Crime Commission Report on the day it was filed with Massachusetts Legislature. At 7:30 p.m. station host Arch Macdonald introduced a member of the commission, L. Sheldon Daly, and Thomas McArdle, commission counsel, to give a detailed report on the report. The special show was a project of the WBZ-TV public affairs department, produced by George Moynihan.

MEDFORD—On the other end of the continent, KMED Medford, Ore., aired a dramatic account of Ground Observer Corps work. When the corps decided to make an efficiency test to find out if aircraft could approach the continent from the west and evade detection, KMED's Sam Price was selected to go along on the flight. Mr. Price took his tape recorder into the nose of a B-29 bomber and recorded sounds of the trip, including fighter interception as the sneak bomber arrived at its target. The tape was broadcast by KMED and subsequently picked up by NBC's *Monitor* for use that weekend.

Ross Quits KNX-CPRN Post To Head Golden West Features

DON ROSS has resigned as general sales manager of KNX Los Angeles and the Columbia Pacific Regional Network, effective April 19 to become vice president and general manager of Golden West Features Inc., newly formed sports features subsidiary of Golden West Broadcasters Inc. (KMPC Los Angeles, KSFO San Francisco).

Gene Autry is board chairman and Robert Reynolds president of both of the latter organizations. In announcing the new company and Mr. Ross' affiliation with it, Mr. Reynolds said that its first feature will be the radio broadcasts of the Los Angeles Rams and San Francisco '49er football games this fall. KMPC and KSFO will be key stations, but plans call for a special network covering the 11 western states and Hawaii. Falstaff Brewing Co., through Dancer-Fitzgerald-Sample, New York, al-

Radio Station KNEW
57th and Helena
SPOKANE, WASHINGTON
NEW ADDRESS
P. O. Box 8033
Manito Station
November 1, 1956
Collins Radio Company
Cedar Rapids, Iowa
Dear Sirs:
We wish to thank you for your special attention and the fast delivery you gave our recent order for a Collins 212Z-1 Transistorized Remote Amplifier.* We sent this unit with our sportscaster to Stockton the day after we received it and he originated the WSC-COP football game for a fourteen station network single-handed. The physical size and simplicity of operation made this possible.
This is particularly important to us because we probably carry more hours of sports than any other major station in the entire northwest. We find that it now costs us less to have our sportscaster travel with the team and do the broadcast and engineering than it does to retain a sportscaster and engineer and rent equipment when broadcasts are away from home.
The built-in tone generator comes in particularly handy for such a one-man operation in that it leaves him free to do his pre-game work while the tone down the line allows the telephone company to set up the network for the proper level.
Needless to say, President Burl C. Hagadone and I believe the unit fulfills a long-time need in the broadcasting field.
Very truly yours,
Vincent L. Hoffart
Vincent L. Hoffart,
Chief Engineer
Radio Station KNEW
INLAND EMPIRE BROADCASTING CO
RECEIVED
NOV 4 1956
COLLINS RADIO CO.
MAIL CI FT.
VLH:m
5000 WATTS AT 790 K.C. COVERS THE INLAND EMPIRE—M.B.
Radio Station KNEW
AFFILIATE-MUTUAL-DON LEE
57TH & HELENA
P. O. BOX 8033 • MANITO STATION
SPOKANE, WASHINGTON
Collins R
Cedar Rap
1956
JUL
AUG
SEP
Go ahead-read our mail...
*
Collins
CREATIVE LEADER IN COMMUNICATION
COLLINS

special news FLASH

At a most Sober and Sedate WORL Staff Meeting the hi-brass upon being humbly requested through the proper channels via memo, upon memo, upon memo, has decided upon a most momentous change in programming.*

Explanation — **Greg wants Norm's Show — Norm wants Greg's Show — Both can sell like mad — Arthur (the boss) is a nice guy —**

SO . . .

NORM TULIN will be WORL's new MORNING DISC JOCKEY (6 to 9 A.M., Monday through Saturday)

AND

GREG FINN will be WORL's new NOONTIME DISC JOCKEY (12 Noon to 2 P.M., Monday through Saturday) (PLUS 6 to Sign-off in the Spring and Summer months.)

WORL

BOSTON

5000 WATTS

950 ON THE DIAL

*For complete explanation call HEADLEY REED

ready has been signed for half sponsorship of the Rams-'49ers games.

Golden West Features is making its headquarters with KMPC at 5939 Sunset Blvd., Los Angeles. While radio features are first on its agenda, tv will be added, Mr. Reynolds said.

Richard W. Slocum, 55, Dies; Executive of WCAU Stations

RICHARD WILLIAM SLOCUM, 55, executive vice president of the *Philadelphia Bulletin* (WCAU-AM-FM-TV Philadelphia and WDAU-AM-FM-TV Scranton, Pa.), died of cancer March 31 at University Hospital in Philadelphia. He was vice chairman of the board, secretary and director of the WCAU stations.

A former president of the American Newspaper Publishers Assn., he was a native of Reading, Pa., and was a Phi Beta Kappa graduate of Swarthmore College and Harvard U. Law School. During World War II he organized the National Scrap Metal Drive. Mr. Slocum held an honorary Doctor of Laws degree from Temple U., Philadelphia, and last year received the Gold Medal of the International Benjamin Franklin Society for "outstanding service in upholding the freedom of the press."

President Eisehower and Vice President Richard M. Nixon were among many individuals and organizations paying tribute to Mr. Slocum.

He is survived by his wife, eight children and two grandchildren.

Lundy New KGO Sales Manager; Sacks Heads KGO-TV Selling

IN A realignment of the sales departments of KGO and KGO-TV San Francisco, Dave Lundy, with KGO sales, becomes sales manager of KGO, while Dave Sacks, commercial manager of both the ABC-owned San Francisco stations, relinquishes the radio to become sales manager of KGO-TV.

Separate sales units have been established for the two stations, with operations reorganized to give special service to the clients of each, John H. Mitchell, ABC vice president in charge of KGO-AM-TV, said.

Before joining the KGO sales staff in 1955, Mr. Lundy had been with KLAC and KLAC-TV (now KCOP-TV) Los Angeles. Mr. Sacks has been with the KGO stations six years.

Mr. Mitchell also announced Wayne Wynn, formerly of Albuquerque, N. M., has joined the KGO sales department.

KTBC-TV Tower Completed

THE newly-completed, 1,137-ft. tower for KTBC-TV Austin, Tex., went into operation last week. Height of the new tower above average terrain is 1,280 ft. It is located atop Mt. Larson, one of the highest peaks in Texas.

Built by RCA, the antenna is an 18-section superturnstile. Tower sections were built by Dresser-Ideco Co. of Columbus, Ohio, and equipment includes a radio-operated tower elevator controlled by signals.

RAINS CAME WHEN KMA CALLED

KMA Shenandoah, Iowa, is not a station that is content merely to talk about the weather. In line with its continuing policy of doing something about the elements, the station on March 19 co-sponsored a local appearance by Dr. Irving P. Krick of Denver, commercial forecaster, who also has a reputation of action, as well as talk.

Dr. Krick, known nationally, is especially well known to Shenandoah citizens because they have employed him, at KMA's instigation, over the past year, to seed Iowa clouds. They also hear local weather reports over KMA telephoned directly from Krick's Denver headquarters. These are broadcast live twice a day.

Co-host for Dr. Krick's talk was the nine-county Iamo Weather Modification Assn., a group that was organized by the KMA farm service department. The IWMA has a contract with Dr. Krick's Water Resources Development Corp. to coax rainfall by seeding local clouds.

In his talk in the KMA auditorium, Dr. Krick told 400 farmers and businessmen they could expect better than 125% normal rainfall this summer, with the help of cloud-seeding. The project last year increased area rain at least 25%, he reported, going on to give his audience details of the rain program they ordered. Dr. Krick's appearance was prefaced by a news conference that paid big publicity dividends to KMA and all concerned.

Getting farmers together on the rainmaking project is considered by KMA to be one of its most successful public service efforts. But it won't rest on the past year's laurels. KMA will go on doing something about the weather, as it enlarges the missionary work this summer to as many as 30 or more counties.

RAINMAKERS smile over success of their cloud-seeding project around Shenandoah, Iowa. They are (l to r) visitor Keith Kirkpatrick, associate farm director of WHO-AM-TV Des Moines, Iowa; Dr. Irving P. Krick, Denver meteorologist; Merrill Langfitt, farm director of KMA Shenandoah, Iowa, which organized area farmers to increase rainfall, and A. J. (Tony) Koelker, station manager of KMA.

EXPERIENCE

Behind the brow of the pilot, knowledge won through years of experience...skill born of doing.

In our business, too, 11 years experience have given us a background that makes the time buyer's job easier...lessens the chance of costly errors.

Such experience must be earned. And there's no substitute for it.

AVERY-KNODEL
INCORPORATED

NEW YORK ATLANTA DALLAS DETROIT SAN FRANCISCO LOS ANGELES CHICAGO

SIMULTANEOUSLY with the opening of the Northeastern extension of the Pennsylvania Turnpike, linking Scranton and Philadelphia, WGBI-TV Scranton changed its call to WDAU-TV and increased its power sixfold, to 1 kw [B•T, April 1]. At the ceremonies at (l to r) Joseph Lawler, Pennsylvania State Highway chairman; Dr. Merritt A. Williamson of the Pennsylvania Turnpike Commission; Joseph L. Tinney, executive vice president of WCAU-AM-FM-TV Philadelphia (representing President Donald W. Thornburgh of WCAU Inc., which has controlling interest in WDAU-TV); Mrs. Douglas Holcomb, secretary of WDAU-TV; Vance L. Eckersley, vice president and general manager of WDAU, and John G. Leitch, engineering vice president, WCAU.

KNXT (TV) Boosts Rates

KNXT (TV) Los Angeles has issued a new rate card (No. 7), effective April 1, with rate increases for the Class A one-hour rate from $3,200 to $3,500, the Class A half-hour rate from $1,920 to $2,100 and the quarter-hour rate from $1,280 to $1,400, with comparable rate increases for other time classes. There is no change in spot announcement or shared station identification rates, however.

Clark George, general manager of KNXT, pointed out that since the last rate change in May 1955 tv families in the area have increased 6%, sets-in-use have gone up 23% and KNXT's average rating has increased 33%.

WKNE Clinic Draws 150 Firms

THE eighth annual Advertising Clinic staged recently in Keene, N. H., by WKNE drew more than 150 local sponsors. At the luncheon meeting, Station General Manager Frank B. Estes presented Radio Advertising Bureau's "Radio Gets Results" awards to the O.K. Fairbanks Supermarket, which took first prize among grocery stores in the national competition for most effective use of radio, and to Simon's Jewelers, which took third prize in its category. On the day before the clinic, WKNE sponsors undertook all announcing on the station.

FLASH!

from FRESNO

and the rich

SAN JOAQUIN VALLEY

ANALYSIS OF FEBRUARY 1957 ARB SURVEY

KJEO-TV . . . CHANNEL 47 continues to maintain **first** position in the market, with 36.5% of the audience from sign-on to sign-off. KJEO's biggest lead is from 6:00 PM to midnight, Monday through Friday with **39.4%** of the evening audience.

KJEO-TV . . . CHANNEL 47 has four out of the top five shows, with "Wyatt Earp" ranking **No. 1** in the market, with a **50.5**. "Wednesday Boxing" is No. 2 with 45.9. "I Search for Adventure" is No. 3 with 43.6 and "Disneyland" is 4th with 42.5. Among the non-network shows in the market, KJEO has **five** out of the top **six**, and **ten** out of the top **fifteen** shows. The other five of the top fifteen are on Station U, none on Station V.

REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

O'Neill Broadcasting Company

P.O. BOX 1708, FRESNO, CALIFORNIA

KJEO TELEVISION CHANNEL 47 abc

You could call it

"CLOBBERING THE COMPETITION"

BOX SCORE

JOHNSTOWN-ALTOONA TV MARKET

WJAC-TV leads in 105 periods

Station "B" leads in 7 periods

TOP 25 NIGHT-TIME SHOWS

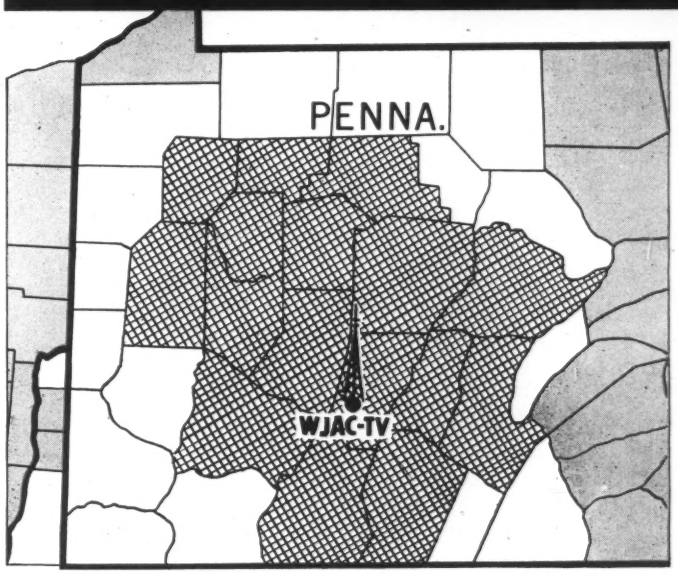
WJAC-TV has 24

Station "B" has 1

ARB Study • November, 1956

WJAC-TV overwhelmingly dominates its home territory...

and in 20 counties of its 41 county coverage WJAC-TV serves 80 to 100% of TV homes



80 to 100% 20 to 80%

Here is Pennsylvania's 3rd TV Market . . . with over a million TV homes . . . and WJAC-TV is the key to this rich and responsive area. On its own "home grounds" WJAC-TV is far out front . . . and, at the same time, over this wide 41-county area, more than half a million viewer homes follow WJAC-TV three or more days a week. It's the efficient, effective, economical way to cover Southwestern Pennsylvania.

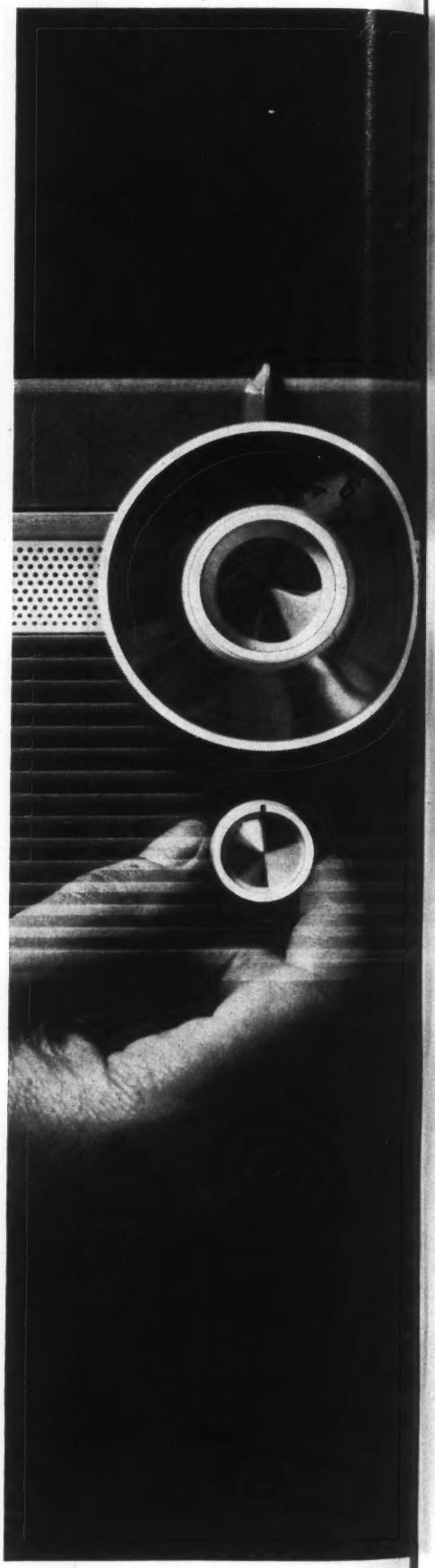
Get all the facts from your KATZ man!

SERVING MILLIONS FROM ATOP THE ALLEGHENIES

WJAC-TV

JOHNSTOWN · CHANNEL 6

who turned



up the volume?

R. J. Reynolds helped. So did Dow Chemical, Norwich Pharmacal and Park and Tilford. Plus the eight other big-time advertisers who helped boost ABC Radio's new business volume to over 5 million dollars – just since January.

But that's not all. ABC Radio renewal business since January adds up to a tidy 3½ million dollars more. Back for second (and third) helpings are General Foods, Sterling Drug, Charles Pfizer and a dozen other blue chips. Total volume, old and new: 8½ million and more to come.

No doubt at all about the reception advertisers are giving this lively medium. ABC Radio is coming in loud and clear!

abc
radio network

CAPITOL CAPSULES

PUBLIC SERVICE . . . . . With a profit for YOU!
EDUCATIONAL . . . . . With a Human Interest Punch!

Sparkling 4 minute filmed interviews with the Nation's Great . . . near Great . . . and those who make them great . . . about THEIR jobs in the Nation's Capitol!

INITIAL OFFER
13 Film Package available
Exclusive in your area
Attractive Rates on Request

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4. **A Capitol Guide**
5. **Senators' Wives**

Conducted by Florence Hoff one of Washington's Top Women correspondents.

Member of: White House Correspondents
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Folks are in love with **WWDC** Radio

***1st in total audience—1st in quarter hour wins—Washington, D.C.**

* PULSE: January-February, 1957 REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY

STATIONS

KNAC-TV Names Campbell

KNAC-TV Fort Smith, Ark., has announced names of new personnel, headed by new General Manager Dick Campbell, formerly of KOTV (TV) Tulsa. Glenn W. White, also formerly of KOTV, has been named program director. Others named: R. L. Masters, formerly of KARK-TV Little Rock, chief engineer; Ralph Smith, KARK-TV, assistant chief engineer; Norman Edman, chief director; Bob Hardy, film department; Milt Peters, sports director; Mary Cole, KFPW Fort Smith, traffic director; Gay Clapp, receptionist, and Molly Bolling, bookkeeping department. KNAC-TV has filed with the FCC to transfer 50% ownership of the station from the estate of Hiram S. Nakdimen, deceased, to George Hernreich, Fort Smith jeweler [B•T, Feb. 11].

STATION PEOPLE

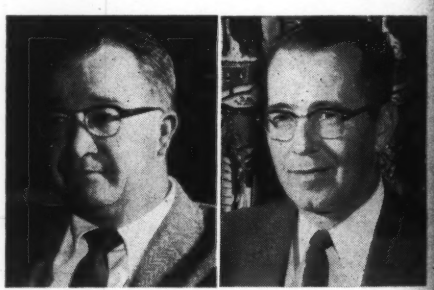
Harold F. Gross, Charlotte I. Gross, Howard K. Finch, Raymond W. Miottel and **James H. Spencer,** all WJIM-AM-TV Lansing, Mich., directors, re-elected.

Frank C. McIntyre, vice president-general manager of KLIX Twin Falls, Idaho, to KVOS-AM-TV Bellingham, Wash., as vice president.

Bernard J. McGuiness Jr., assistant general manager of WGIR Manchester, N. H., named general manager.

Donald R. Powers, manager, WRDO Augusta, Maine, to Maine Broadcasting System (WCSH Portland, WLBZ Bangor and WRDO) as manager.

T. K. Barton, vice president-general manager KARK-AM-TV Little Rock, Ark., named executive vice president. **Douglas J. Romine,** KARK-AM-TV assistant general



MR. BARTON MR. ROMINE

manager, named vice president-station manager.

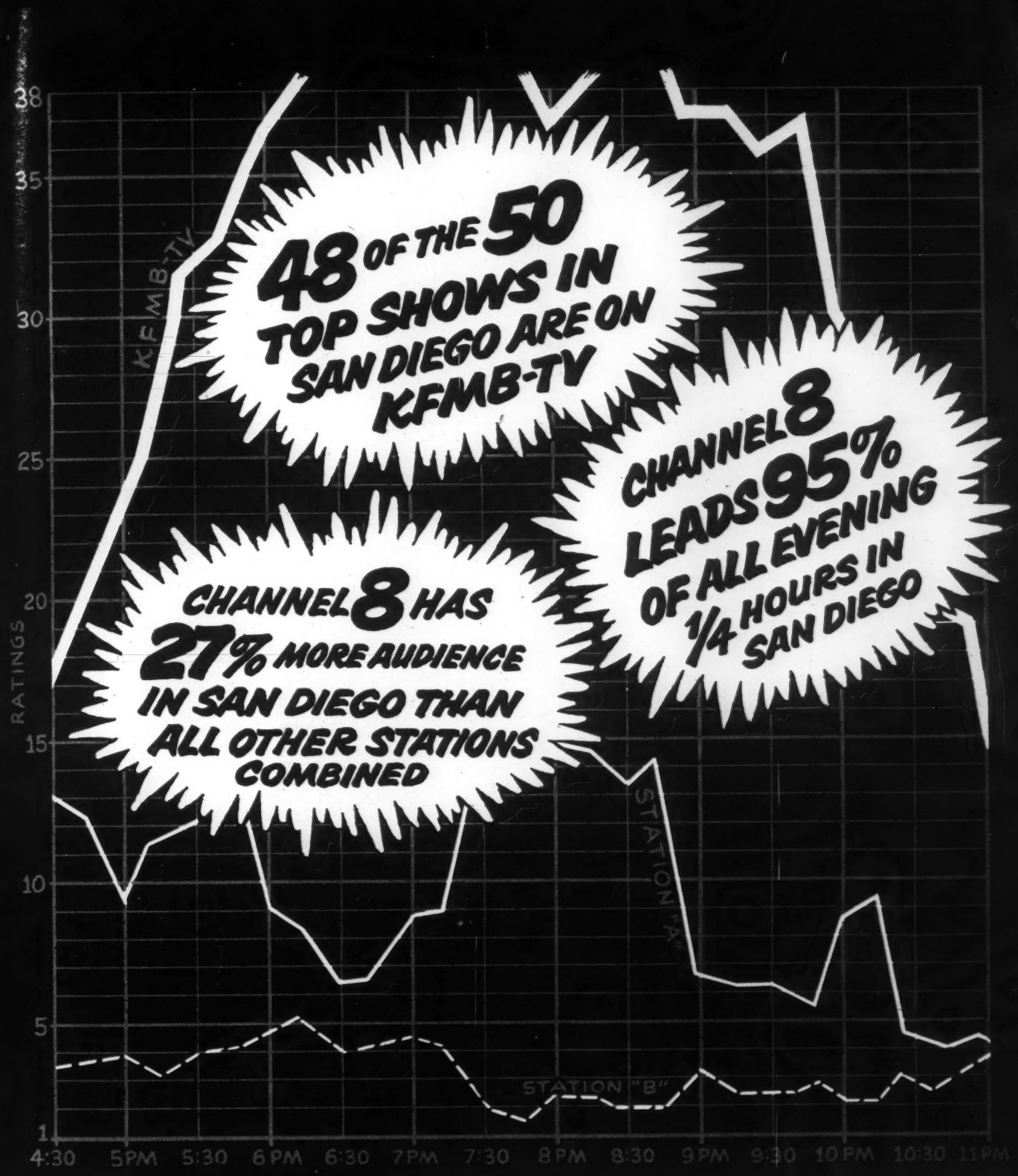
Al Bauer, radio veteran, named manager of KBZY Salem, Ore., which plans to go on air sometime in May.

Lee Browning, account executive WFIE-TV Evansville, Ind., named general sales manager.

Collin W. Lowder, vice president-general manager of KIMN Denver, to program director, KFMB San Diego.

Len Corwin, Tv Programs of America, to WCRB-AM-FM Boston as commercial manager.

Harry Waterhouse, program director, WCMR Elkhart, Ind., named assistant man-



CBS for San Diego

FROM:
NIELSEN TV REPORT,
8 WKS., JAN.-FEB., 1957
GRAPH: SUNDAY,
4:30 PM TO 11 PM

KFMB 8 CBS TV

WRATHER-ALVAREZ BROADCASTING, INC.

Represented by Edward Petry & Co., Inc.

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America's more market

Have the BIGGEST Helping of Rochester Listeners!

*LATEST ROCHESTER PULSE, OCT. 1956

Competing with FIVE other Local Stations, WHEC Averages More Than 27% of the Local Audience

MORNINGS AFTERNOONS & EVENINGS!

BUY WHERE THEY'RE LISTENING . . . ROCHESTER'S TOP-RATED STATION

CBS WHEC of Rochester
NEW YORK
5,000 WATTS

Representatives: EVERETT-McKINNEY, Inc. New York, Chicago. LEE F. O'CONNELL Co., Los Angeles, San Francisco

WE ARE HERE!!

NARTB GATES NARTB

Main Exhibition Floor — Room 561 for "Auto-Station"

STATIONS

ager. **Bill Miller,** WKTL Kendallville, Ind., joins WCMR as announcer.

Frank Finning, WKNE Keene, N. H., news director, named program director. **Ted B. Sawyer,** WKNE program director, **Charles Murn,** salesman, and **Brinton Belyea,** engineer, transferred to WKXL Concord, N. H. (owned by WKNE Corp.), as station manager, sales manager and chief engineer, respectively. **Vic Bernard,** WKNE announcer-disc jockey succeeds Mr. Murn; **Ralph Brown, John Foster** and **Larry Hogan** join WKNE in engineering department, as promotion director-newsman-announcer and as disc jockey-announcer, respectively.

Paul Law, freelance humor writer and Dean of Midwestern Bcstg. School, Chicago, to WLWD (TV) Dayton, Ohio, as program director.

Bob Leefers, WMT Cedar Rapids, Iowa, personality, retires after 20 years with station.

MR. LEEFERS

Roy McMillan, WSB Atlanta, named farm director. **Don Sheldon, Paul McClay** and **Bob McGarrity** join WSB's announcing staff.

Jack Highberger, promotion manager of KARD-TV Wichita, Kan., assumes additional duties of sportscaster, replacing **Tex Jones,** resigned.

Don Rogers, program director, WRIB Providence, R. I., to WVDA Boston, in similar capacity.

Ken Light, veteran in broadcast media sales, advertising agency and sales promotion field, appointed merchandising director of WCCO Minneapolis.

Bill Bertenshaw, farm director, WHBI Newark, N. J., to assume additional duties as sports director.

Edward L. Herp, producer-director, WJW-TV Cleveland, named program director.

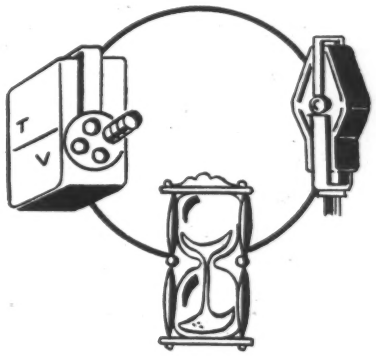
Alan Doerr, radio program music analyst, Broadcast Music Inc., to WGMS Washington as music director. **Betty Gordon,** program assistant, named associate news director. **Pierson Underwood,** who retired as WGMS program director last June, returns to station as director of special musical events.

Ralph Phillips, WFBR Baltimore, named program director, succeeding **Bert Hanauer,** scheduled for retirement this year.

Terence Michael Anderson, student West Virginia U. and former announcer-disc jockey for WETZ New Martinsville, W. Va., returns to station as program director. **Bob Cotton,** recent graduate of West Liberty State College, to WETZ announcing staff.

Norton Roman joins WAAM (TV) Baltimore as cameraman.

THE HEADLEY-REED COMPANY



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STOP IN AND SEE HEADLEY-REED'S COMPLETELY
NEW METHODS TO SUCCESSFULLY SELL
SPOT RADIO AND TELEVISION

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WDBJ

for almost 33 years

OUTSTANDING

in

ROANOKE

and Western Virginia

RADIO

by any measurement!

N.C.S. No. 2

Spring, 1956

WDBJ has more than TWO TIMES the DAILY N. C. S. Circulation of Station "B"; more than THREE TIMES the circulations of Stations "C" and "D".

The one they listen to MOST is the one to BUY! Ask your Peters, Griffin, Woodward "Colonel" for the whole wonderful story!

WDBJ

AM • 960 Kc. • 5000 watts
FM • 94.9 Mc. • 14,000 watts
ROANOKE, VIRGINIA

STATIONS

G. W. Givens, disc jockey, KYW Philadelphia, to WBZ-WBZA Boston and Springfield, as director of music.

Arthur C. Arkelian, radio sales department, WEAT West Palm Beach, Fla., to WERE Cleveland, Ohio, as account executive.

Wayne J. Wynne, salesman for KGGM Albuquerque, N. M., to KGO San Francisco as account executive.

Lenard Sait, Walt Framer Productions, to WNRC New Rochelle, N. Y., as account executive.

Harry Goodwin, radio veteran, to WTAO Boston as sales representative.

Lee Vickers, formerly with WTOP Washington as CBS presidential announcer, to WCKR Miami announcing staff.

Miles Foland, WCOL Columbus, Ohio, to WCPO Cincinnati as disc jockey, succeeding **Ron Dunn,** to Armed Forces Radio in Europe.

Dave O'Neil, announcer, KLIN Lincoln, Neb., to KFH Wichita, Kan., in similar capacity.

Randy Blake, host to WJJD Chicago's *Suppertime Frolic,* to WLW Cincinnati, Ohio, as host of *Randy Blake Show.*

Dick Shears, formerly with Del Courtney's orchestra, to KXOC Chico, Calif., as emcee on his own nighttime show.

Bill Evans, Chicago disc jockey, signed by WBKB (TV), that city, for new live music-variety-guest interview program.

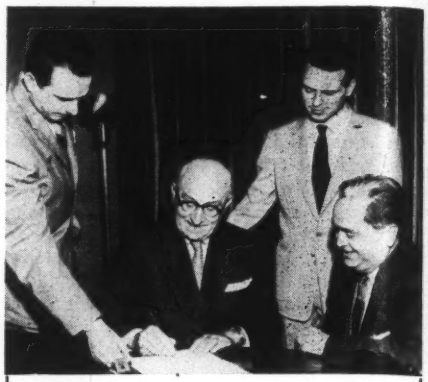
Joseph A. Flahive, formerly with George P. Hollingbery Co., to WGN-TV Chicago's national sales staff in N. Y.

John Holmes, chief announcer-program director, WDJM-TV Marquette, Mich., to WKRC-TV Cincinnati announcing staff.

Bud Fuller, announcer, KMOR Oroville, to KXOC Chico, both Calif., in similar capacity.

Eddie Hubbard, Chicago disc jockey, named to take over emcee chores on WGN Chicago's 6-9 a.m. record show.

Dale Young, recently released from service, returns to WJBK-TV Chicago as staff announcer.



VICE PRESIDENT Bill McClean of the First National Bank & Trust Co., Tulsa, steadies the contract as another bank vice president, R. Elmo Thompson, signs for Monday-Wednesday-Friday sponsorship of the 10 p.m. *First News* on KVOO-TV Tulsa. C. B. (Brownie) Akers, general manager of the station, is seated at right and newsman Chris Condon, a Peabody award winner, looks on.

Martin Vasquez to engineering staff of WTTW (TV) Chicago, non-commercial, educational station.

James Richard Martin, student at George Washington U., Washington, D. C., to WWDC, same city, as music librarian succeeding **Al Smith** to Schwartz Bros., also Washington.

Barbara Betts, formerly with Young & Rubicam, N. Y., to KRON-TV San Francisco accounting-traffic departments.

Kieth S. Bittle and **Martin C. Kelly,** released by armed services to inactive duty, to news department of WNDU-AM-TV South Bend, Ind.

Dick Halverston, KHMO Hannibal, Mo., to WLOI LaPorte, Ind., as newscaster.

Jim Atkins, tv editor and general assignment reporter-photographer, *Birmingham Post-Herald,* to WABT (TV) and WAPI-AM, same city, news staff.

Claudia Shossow, traffic manager of KMPC Los Angeles, to Hollywood traffic department of KBIG Catalina. She replaces **Nancy Finicle,** resigned to enter women's dress business at Avalon on Catalina Island.

WE ARE HERE!!

NARTB **GATES** NARTB

Main Exhibition Floor — Room 561 for "Auto-Station"

Market facts that mean results in North Carolina

WSJS-TV...

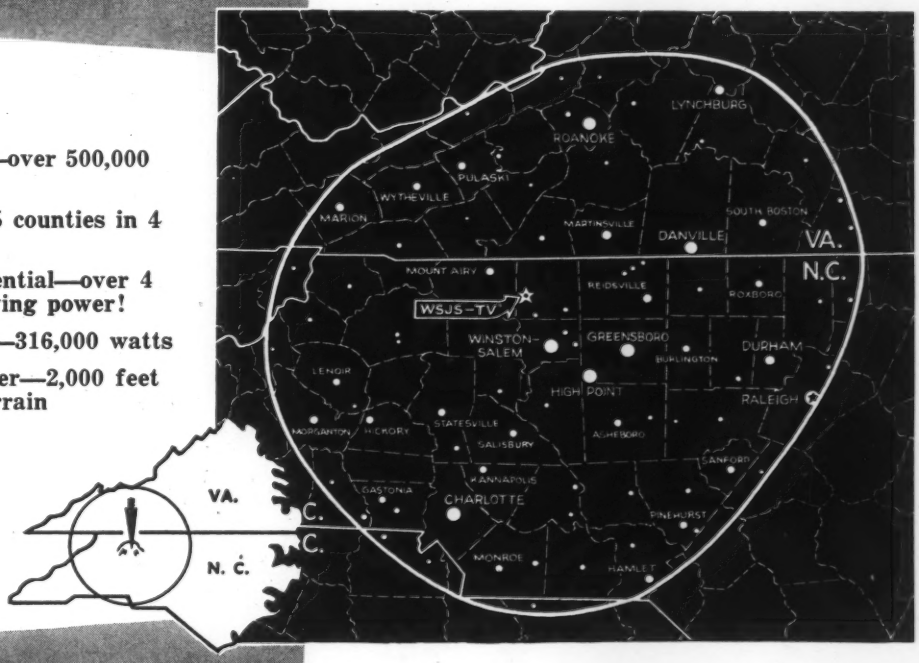
Preference of the Piedmont

North Carolina's richest, biggest market

It pays to check the facts on WSJS-TV Winston-Salem. It's your biggest buy in North Carolina's Piedmont section. And the Piedmont is the state's most populous and heavily industrialized area. Result: more income, greater buying power.

WSJS-TV is the NBC affiliate for Winston-Salem, Greensboro, and High Point—Golden Triangle cities in a market of over 3 million people.

- **More TV Homes—over 500,000 TV homes!**
- **Top Coverage—75 counties in 4 states!**
- **Rich Market Potential—over 4 billion dollars buying power!**
- **Maximum Power—316,000 watts**
- **Mountaintop Tower—2,000 feet above average terrain**



channel 12

NBC AFFILIATE

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WSJS

television

WINSTON-SALEM

NORTH CAROLINA

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PUBLIC RELATIONS RESEARCH ASSOCIATES HAVE HAD PRACTICAL EXPERIENCE AND TRAINING IN THE RADIO AND TV FIELD:

In the Washington office, one associate is a former station owner; another, for seven years, a radio commentator interpreting national and world happenings; another, former Public Relations Director at the station and network level with training in radio and TV communications techniques and methods.

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There IS a difference in audiences. Ours is the adult audience, especially the ladies who spend the family budget. Our music is attractive: memory snappers, toe tappers, old favorites. In addition to the top forty, we feature the top 6,000 tunes . . . and complete local news coverage. For the third straight year, PULSE (11/56) proves KTRI is dominant.

ONLY LOCAL STATION WITH LOCAL NEWS REPORTER

MUSIC 5000 WATTS NEWS

920 KC **KQUE** ALBUQUERQUE NEW MEXICO

KTRI SIOUX CITY, IOWA

540 KC **KEOK** FORT DODGE SERVING ALL OF IOWA

EVERETT - McKINNEY, Inc.
NATIONAL REPRESENTATIVES

KTRI — 5kw — KTRI — 5kw — KTRI — 5kw — KTRI

STATIONS

Al Henry, newsman, WISH-AM-TV Indianapolis, to WCCO Minneapolis, Minn., news department.

Mrs. Lois Kahle to KHOL-TV Kearney, Neb., as home economist and hostess of *Kahle's Kitchen.*

Harlan Abbey, news writer at WLS Chicago, to sports staff of WKZO-TV Kalamazoo, Mich.

Norman Kramer, public affairs producer, KCBS San Francisco, to WCBS New York as staff writer. He is succeeded by **Kenneth Dunham,** formerly with KCBS and NBC News in Hollywood.

Henry P. Johnston, president of Ala. Bcstg. System (WAPI, WAFM, WABT (TV) Birmingham), made member of board of Family Counseling Assn. of Jefferson County.

John Hansen, general manager, KABC Los Angeles, secretary of Southern California Broadcasters Assn., will serve as treasurer of group as well until new officers are elected in May, filling the vacancy left by resignation of **Thelma Kirchner,** general manager of KGFJ Los Angeles, from post of treasurer. Mrs. Kirchner also resigned from SCBA board, stating that pressure of increased business at KGFJ was forcing her to drop all outside activities.

Carl E. George, vice president-general manager, WGAR Cleveland, elected president of Cleveland Rotary Club.

Robert S. Hix, manager of KOA Denver, elected to board of directors, local Better Business Bureau; Denver Retail Merchants Assn. publicity committee; Ways & Means Committee of State Chamber of Commerce, and to Board of Administration of Augustana Lutheran Church.

George K. Eubanks, commercial manager, WETZ New Martinsville, W. Va., named chairman of local 1957 American Red Cross Drive for funds.

Ralph Renick, news director, WTVJ (TV) Miami, elected vice president of local chapter of Sigma Delta Chi.

Mildred Alexander, women's director, WTAR-AM-TV Norfolk, Va., elected president of state Associated Press Broadcasters.

Harry L. (Tiny) Hill, owner of KaHill Bcstg. Co., licensee of KHIL Brighton-Fort Lupton, Colo., married Catherine M. Pearson, March 7.

Chuck Martin, assistant merchandising manager, KTTV (TV) Los Angeles, father of boy, March 14.

Allen Zimmerman, account executive, WHB Kansas City, father of girl, March 12.

Robert Fox, KDAY Santa Monica, Calif., salesman, father of girl, Karen, March 7.

Harry Kirk, announcer, KVAL-TV Eugene, Ore., father of girl, Carol Lee, March 12.

Milt Frankel, KGO-TV San Francisco floor manager, father of girl, Barbara Ann, March 13.

Phil Thompson, account executive at WBBM Chicago, father of girl, Judith Ann, March 19.

Mutual
DON LEE
RADIO

1313 North Vine Street
Hollywood 28, California

1000 Van Ness Avenue
San Francisco 9, California

With a mop and a broom? Certainly not...

but the 45-station Don Lee Network—the *only* radio network specifically designed for the job—*will* give you a clean sweep of the entire Pacific Coast. No matter what other media you use, Don Lee (and only Don Lee) will give you the broad base you need for *complete* coverage of the Pacific Coast market.

To clean up in the West's two largest, most concentrated markets, Don Lee recommends its network key stations, KHJ and KFRC.

DON LEE IS PACIFIC COAST RADIO

Represented nationally by H-R Representatives, Inc.

Song hits tell the BMI from 1940-1956

RECORDS
SHEET MUSIC
JUKE BOXES
RADIO
TV

COMPOSITE OF 1956 TOP TUNES
From the charts of Billboard,
Cash Box, Variety and The Hit Parade

Band of Gold
Be-Bop-A-Lula
Blue Suede Shoes
Canadian Sunset
Cindy, Oh Cindy
Daddy O
Don't Be Cruel
Dungaree Doll
Eddie, My Love
The Fool
Glendora
Graduation Day
Green Door
He
Heartbreak Hotel
Honky Tonk
Hound Dog
I Almost Lost My Mind
I Hear You Knockin'
I'm In Love Again
I Want You, I Need You, I Love You
I'll Be Home
It Isn't Right
Juke Box Baby
Just Walkin' in the Rain
Long Tall Sally
Love Me Tender
Memories are Made of This
Only You
Rock and Roll Waltz
Rock Island Line
See Ya Later, Alligator
Singing the Blues
Sixteen Tons
Soft Summer Breeze
A Tear Fell
Walk Hand in Hand
The Wayward Wind
Why Do Fools Fall in Love?

HONOR ROLL OF HITS

THE NATION'S TOP TUNES for survey week ending March 20

TRADE MARK REG.

This Week		Last Week	Weeks on Chart
1	**Party Doll**	6	5
	By Jim Lowe—Bonnie Lou—Published by Jackie Music (BMI). BEST SELLING RECORD: B. Lowe, Dot 15502; S. Lowe-Lee, Coral 61792. RECORDS AVAILABLE: Ray Bram-Lee, Imperial 5427; W. Monroe, Dot 15571.		
2	**Butterfly**	3	6
	By Jack Lawrence—Published by Maryland-Pioneer (BMI). BEST SELLING RECORDS: C. Gracie, Coronet 1391; Andy Williams, Cadence 1308. RECORDS AVAILABLE: B. Allen, Elektra-Jaz 50; B. Carroll, Bally 1020; B. Williams, Coral 61795.		
3	**Young Love**	1	13
	By Carole Joyner-Rick Carter—Published by Lowery Music (BMI). BEST SELLING RECORDS: T. Hunter, Dot 15515; S. James, Cor 3682. RECORDS AVAILABLE: R. Carter-Jive Tones, Vee Jay 264-711; Crew Cuts, Mercury 71202.		
4	**Marianne**	2	8
	By Grayson-Dale-Miller—Published by Mamlen-Levy (BMI). BEST SELLING RECORDS: T. Grayson, Cor 4087; Hilltoppers, Dot 15577. RECORDS AVAILABLE: B. Irvin, Cor. 30277; Lone Brothers, Vee Jay 264-818.		
5	**Round and Round**	7	4
	By Lou Ballard-Joe Sluppen—Published by Rush (BMI). BEST SELLING RECORD: P. Como, Vic 5-6815.		
6	**Don't Forbid Me**	4	14
	By Dan Howard—Published by Howard (BMI). BEST SELLING RECORD: P. Howard, Dot 15521. RECORD AVAILABLE: R. Yates, Dot 15533.		
7	**Too Much**	5	10
	By Lee Simmons & Bernard Weinman—Published by Hamburg Belle-Elvis Presley (BMI). BEST SELLING RECORD: E. Presley, Vic 20-6496.		
8	**Teen-Age Crush**	8	6
	By Austin Allen-Joe Allison—Published by Coastal Town, Inc (BMI). BEST SELLING RECORDS: T. Sands, Cap 3428.		
9	**Banana Boat Song**	9	14
	By Attaway, Carew, Dunham—Published by E. B. Marks-Bryden (BMI). BEST SELLING RECORDS: Fontane Sisters, Dot 15525; Harry Belafonte & Glaser-Lowe, Victor 447; Fontane Sisters, Mercury 71202; Belafonte & Jack, Vic 20-6777; S. Lawrence, Coral 61761; E. Vaughan, Mercury 71202.		
10	**I'm Walkin'**	11	3
	By A. Domino, D. Bartholomew—Published by Travis (BMI). BEST SELLING RECORD: F. Domino, Imperial 5428.		

Second Ten

11	**Banana Boat (Day-O)**	10	11
	By Bonnie Brown Attaway—Published by Roosevelt (ASCAP). BEST SELLING RECORD: H. Belafonte, Vic 20-6771.		
12	**Little Darlin'**	17	2
	By A. Wilson—Published by Elvis Presley Music (BMI). BEST SELLING RECORD: Diamonds, Mercury 71068. RECORDS AVAILABLE: Gladiolas, Excello 2158.		
13	**Almost Paradise**	18	4
	By Thomas Petty—Published by Peer International Corp. (BMI). BEST SELLING RECORD: R. Williams, Imperial 5426. RECORDS AVAILABLE: J. Carroll, Liberty 55081; Lancers, Bruns 5751; L. Sims, Unique 385.		
14	**Chantez Chantez**	14	2
	By Albert Gamse-Irving Taylor—Published by Cromwell (BMI). BEST SELLING RECORD: D. Boone, Vic 20-6792.		
15	**Why Baby Why?**	26	2
	By Dixon-Hampton—Published by Wemstone Music Corp. (BMI). BEST SELLING RECORD: P. Boone, Dot 15547.		
16	**Walkin' After Midnight**	13	2
	By Don Hecht-Alan Block—Published by Fred Rose (BMI). BEST SELLING RECORD: P. Claxton, Dot 15521. RECORDS AVAILABLE: E. Dean, Capt 2252; O. Williams, King 4115; L. Howard, Acorn 1044.		
17	**Gone**	18	3
	By S. Bogert—Published by Hill & Range (BMI). BEST SELLING RECORD: F. Hunter, Cap 3428.		
17.	**Who Needs You?**	21	3
	By Robinson-R. Allen—Published by Kamsky (ASCAP). BEST SELLING RECORD: Four Lads, Columbia 40812.		
19	**Love Is Strange**	12	6
	By Ertegun-Wynn—Published by Bee Gloria (BMI). BEST SELLING RECORDS: Mickey & Sylvia, Groove 0078. RECORDS AVAILABLE: Lester & Little Etta, King 4858.		
20	**Cinco Robles**	15	11
	By Dorothy Bridges-Larry Salerno—Published by Warmus (BMI). BEST SELLING RECORD: R. Acuna, Era 1026. RECORDS AVAILABLE: D. Elliott, RPM 405; L. Paul-M. Ford, Cap 3412; L. Wirz, Coral 61765.		

Third Ten

21	**Come Go With Me**	21	3
	By C. E. Quick—Published by Gil-Fer Bro. (BMI). RECORDS AVAILABLE: Del-Vikings, Dot 15538; Fraternals, De Luxe 6112; S. Gale, Dot 30537.		
22	**Sittin' in the Balcony**	—	1
	By Sidney Dion—Published by Beasley Music (BMI). RECORD AVAILABLE: J. Dee, Colonial 430; E. Cochran, Liberty 55056.		
23.	**I'm Stickin' With You**	23	3
	By Bobby Darin—Published by Jackie (BMI). RECORD AVAILABLE: J. Brown, Rainette 4001.		
23.	**Moonlight Gambler**	15	16
	By Hilliard-Spriggs—Published by B. H. Morris (ASCAP). RECORDS AVAILABLE: W. Atwell, London 1724; F. Lane, Col 40768.		
25	**Blue Monday**	20	12
	By D. D. Bartholomew-A. Domino—Published by Commodore (BMI). RECORD AVAILABLE: F. Domino, Imperial 5417.		
25.	**Wringle Wrangle**	24	2
	By Lewis—Published by Dewey (ASCAP). RECORDS AVAILABLE: R. Allen, Dot 30303; L. Dresdel, Mercury 71058; M. Griffin, ABC-Paramount 9783; V. Monroe, Vic 20-6736; F. Parker, Dot 30131; B. Horton, ABC-Paramount 9783; V. Monroe, Vic 20-6736; F. Parker, Dot 30131; B. Horton, ABC-Paramount 9783. Continued on page P 43.		
27.	**I'm Sorry**	26	8
	By Buck Ram-Tottenham-W. White—Published by Algonquin Music (BMI). RECORD AVAILABLE: Platters, Mercury 71072.		
27.	**Ninety-Nine Ways**	—	1
	By Curtis Gracie—Published by Maryland Music (BMI). RECORD AVAILABLE: T. Hunter, Dot 15548.		
27.	**True Love**	—	1
	By Cole Porter—Published by Buxton Hill (ASCAP). RECORDS AVAILABLE: Bing Crosby-G. Kelly, Cap 2287; K. Kaiser, Dot 15494; F. Powell, Tops 2019; M. Whitfield, Cap 3473.		
30	**I'm Waiting Just for You**	23	27
	By Leigh-Glover—Published by Lion Mount (BMI). RECORD AVAILABLE: P. Boone, Dot 15545.		
		—	1

The Honor Roll of Hits comprises the nation's top tunes according to record and sheet sales, disk jockey and juke box performances as determined by The Billboard's weekly nationwide surveys.

—From The Billboard, March 30, 1957 (Most recent chart available at press time)

WARNING—The title "HONOR ROLL OF HITS" is a registered trade-mark and the contents of the same are copyrighted by The Billboard. Use of either may not be made without the written consent of The Billboard. Use of either without such consent will be subject to action by The Billboard at The Billboard, 1564 Broadway, New York 36, N. Y.

BROADCAST MUSIC, INC.

589 FIFTH AVENUE • NEW YORK 17, N.Y.

New York · Chicago · Hollywood · Toronto · Montreal

HOW BRIGHT A FUTURE FOR FM?

Certainly brighter than the past, maybe brighter than you think

BY J. FRANK BEATTY

AN UNHERALDED but significant bit of electronic history was recorded last Monday. Tucked away in a sheaf of routine FCC handouts were six applications for fm facilities.

After ten years—very tough years for hundreds of fm station operators—the 92-108 mc band was making a noise reminiscent in a small way of the 1947 scramble for fm facilities. It's hard to recall a similar burst of fm activity in recent years.

Two other portents:

• A powerful station group—Westinghouse Broadcasting Co.—has in the final planning stage one of the most important projects in fm history. After an eight-month study, Westinghouse is about to launch independent fm programming service in four major markets.

This will be a commercial venture, with a daily musical service scheduled from 4 p.m. to midnight in each market.

Westinghouse is convinced the fm audience is larger than realized; that it is a high-income, intelligent and loyal audience, and that advertisers should take advantage of this chance to promote their goods and services. In one market seldom discussed among fm enthusiasts, Westinghouse found evidence that 700,000 fm receivers are within reach of programs.

• The third portent also involves one of the leading station groups—RKO Teleradio Pictures. Now operating MBS network, RKO Teleradio is reported to be contemplating a plan to set up nationwide fm network service.

Are these portents—a sudden group of fm applications and the projected entry of Westinghouse and RKO Teleradio into commercial fm programming—to be construed as signs of a spectacular fm revival or do they merely indicate that things are starting to look up fm-wise?

Is this efficient aural medium about to fulfill the fond dreams of its enthusiastic founders and the hopes of those who have underwritten money-losing fm ventures?

After ten years, what is fm—1957 model?

Where is fm going? Where has it been?

A few weeks ago B•T took notice of the persistent claims of fm advocates that the medium is in the early stages of an upsurge. Hundreds of individuals have been checked—station operators, a cluster of happy advertisers and dozens of indifferent users of fm time, a number of agency executives and representatives of manufacturers.

Sifted carefully, these findings indicate that fm is doing better than was the case a year ago, or two years ago. It still is a technically attractive medium that is strong, amazingly strong, in a half-dozen major markets and scattered hot spots around the nation.

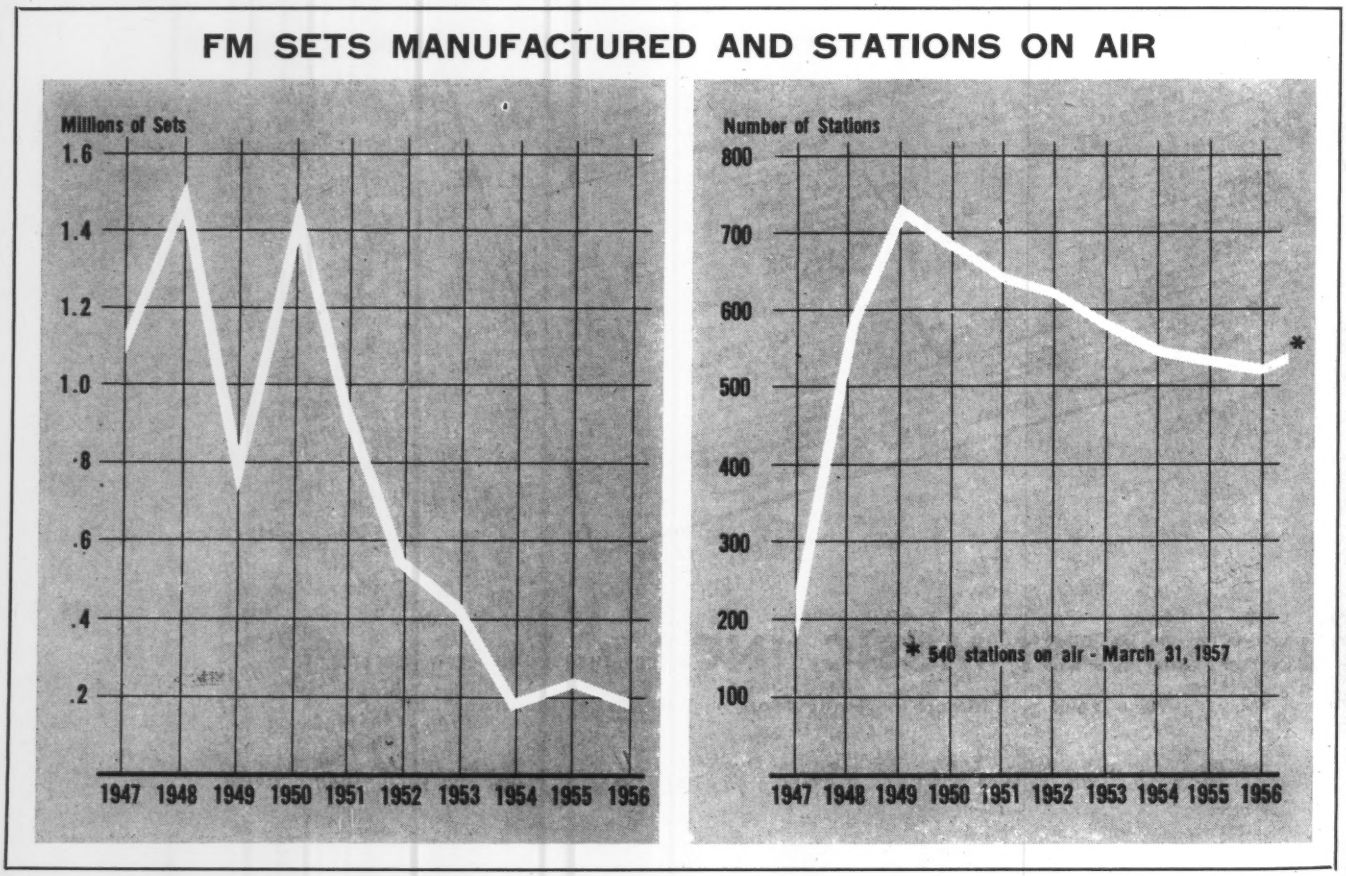
Unfortunately this strength is not fully appreciated by the public or by advertisers. Summed up, there is no indication that fm is about to catch fire and gain the dominance over am broadcasting that is found in some European countries.

Fortunately fm still has all the qualities that made it the golden boy of the FCC and the late Major Edwin Armstrong, its technical founder. Fortunately, too, it has an accumulated reservoir of lessons learned from a decade of mistakes, mis-directed promotion and lack of promotion, and a lot of unfortunate tub-thumping. Most of all, it has the stamina and rugged endurance that have brought it through some of the roughest going in American industry.

Fm operators, after a decade of frustration, still can dream. Some of the stuff these dreams are made of can be traced to practical thinking—even practical operating equipment.

Multiplexing, for example.

This sub-carrier or piggy-back way of



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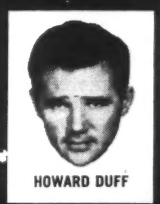
HOWARD DUFF

REED HADLEY

KENT TAYLOR

JAMES ARNESS STAR OF TV'S "GUNSMOKE" **HUGH O'BRIAN** STAR OF TV'S "WYATT EARP" **CESAR ROMERO** STAR OF TV'S "PASSPORT TO DANGER" **GEORGE RAFT** STAR OF TV'S "I AM THE LAW" **WILLARD PARKER** STAR OF TV'S "TALES OF THE TEXAS RANGERS" **BILL WILLIAMS** STAR OF TV'S "KIT CARSON" **KENT TAYLOR** STAR OF TV'S "BOSTON BLACKIE" **RUSS HAYDEN** STAR OF TV'S "JUDGE ROY BEAN" **REED HADLEY** STAR OF TV'S "RACKET SQUAD" **PRESTON FOSTER** STAR OF TV'S "WATERFRONT" **DAN DURYEA** STAR OF TV'S "CHINA SMITH" **HOWARD DUFF** STAR OF TV'S "MR ADAMS AND EVE" **JIM DAVIS** STAR OF TV'S "STORIES OF THE CENTURY" **ROD CAMERON** STAR OF TV'S "CITY DETECTIVE" **BARBARA BRITTON** STAR OF TV'S "MR. AND MRS. NORTH" **EDGAR BUCHANAN** STAR OF TV'S "JUDGE ROY BEAN" **STU ERWIN** STAR OF TV'S "THE TROUBLE WITH FATHER"

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Success Story:

NEW TYPE STATION REP LOOMS ON FM HORIZON— *A REP FOR FM ONLY*

United FM, Inc. provides stations with both programs and sponsors

The newest development in this fast-growing medium is a service which includes, in a single package, the facilities of a Station Rep and a Program Service.

Paul Roberts, the man who established this new service as a direct result of his experience in building KRKD-FM into a highly profitable commercial station, knows that FM is a different kind of medium. "To be successful," Roberts says, "an FM station must gear its programs and its sales to circumstances completely different from those in the AM medium."

When Paul Roberts founded United FM, Inc., the experts were busy assuring each other that FM couldn't happen. Roberts learned the hard way that you can't sell FM the way you do AM. Now he has a trained sales staff that can boast success in selling more than 80 advertisers on the use of KRKD-FM's facilities. Most of these advertisers are major accounts who originally agreed with the "experts".

Some "experts" had maintained that FM is for music, that commercials would kill the medium. Paul Roberts experimented with commercials. His finding: that FM listeners showed a tendency to be more responsive to tastefully produced commercials than is generally true of AM audiences.

Equipped with a Program Production department, United FM, Inc. has a program consultation service for its clients. In preparation is an extensive Taped Program Library designed specifically to the needs of FM stations.

Since word has gotten around about the success enjoyed by KRKD-FM, other stations hoping to repeat the success pattern are signing with United FM, Inc. Recent signers have been

WBFM	New York
KDFC-FM	San Francisco
KELE-FM	Phoenix

For further information on how United can help you to profits in frequency modulation radio, write or phone

UNITED FM, INC.

NEW YORK
139 E. 57 St.
PL 3-1370

LOS ANGELES
6906 Santa Monica Blvd.
HO 5-2181

adding one or two signals to the regular fm station carrier has behind it an FCC mandate that becomes effective next July 1—unless it is given a third postponement. Multiplexing is the opposite of broadcasting. It is a utility or point-to-point carrier service beamed at subscribers with suitable receivers. Many fm operators oppose it.

Here are some of the things multiplex boosters cite when they predict a tremendous future for fm stations who install equipment:

- Background music, now a $100 million-plus business, should reach many times that figure with normal new-industry growth—especially after pirating is minimized by multiplexing.
- Facsimile can come out of limbo, after two decades, now that is has a channel to ride.
- Slow-scan tv signals on fm offer a potential of uncharted dimensions.
- Stereophonic transmission and reception of music promise to develop as multiplexing goes into general use and tape libraries are expanded.

About those half-dozen applications that rocked the FCC's fm unit back on its heels last Monday. They were as follows:

KGB Inc., San Diego—cp for 101.5 mc 15.6 kw.

Richard W. Braham, doing business as Independent Bcstg., New York—cp for 107.5 mc 18.4 kw (Cliffside Park, N. J.).

New Broadcasting Co., New York—cp 107.5 mc 10 kw.

Fm Broadcasters Inc., Seattle—cp 96.3 mc 17.39 kw.

Same—Subsidiary communications operation (simplex).

Saul Robert Levine, Beverly Hills, Calif.—Change cp application from 97.9 mc to 105.5 mc.

As FCC Sees Fm

It's worthwhile taking a look at fm from the FCC's perspective. At the moment, fm consists of a group of around 530 operating stations, a score of construction permits not on the air, around 15 new-station requests and 115 pending applications.

These stations show only a small percentage with profit margins on the Commission's annual reports. The accounting of am-fm and am-fm-tv operations is so complicated that even when fm outlets bring in a tidy piece of money, it may not show up in FCC reports.

Two phenomena appear in fm as the Commission looks around. First of course, is that bundle of six applications that came in last Monday. Second is the scarcity of fm channels in New York and Los Angeles.

For a reason that looked logical as World War II was ending, the FCC set up two types of fm channels—Class A (local, low-power, low-tower stations) and Class B (capable of regional service). Most fm stations are Class B.

New York now has a dozen fm stations that serve an estimated (Pulse) 2½ million fm homes. There are potential applicants who are confronted by a shortage of available channels.

Obviously a dozen stations aren't feeding their signals to Atlantic fishes.

In Los Angeles there is a regulatory crisis that hasn't been properly publicized. Six applicants are competing for three frequencies. Apparently the Commission will be forced to hold a competitive fm hearing, something that hasn't happened in a long time.

Just to keep the Los Angeles record straight, here are the six applicants:

97.9 mc—Saul Robert Levine, Beverly Hills, and Cerritos Broadcasting Co., operating KNOB-FM Long Beach. Last Monday Mr. Levine changed his application to 105.5 mc, a Class A facility.

102.7 mc—Hogan Broadcasting Corp., Long Beach (has KFOX-FM, Class A), and Hall Broadcasting Co. (KLAC).

106.7 mc—Pasadena Presbyterian Church (KPPC), and Carmin H. Wittenberg Jr.

Since Los Angeles already has 17 fm stations (including that granted Feb. 13 to Bible Institute of Los Angeles), it's obvious that fm broadcasting is flourishing and widespread, if not always reeking with money.

Third-ranking fm market is Washington, D. C., where this interesting situation prevails:

- Fm stations outnumber am at night, 11 to 10.

Why are all these fm stations on the air? Why are there 530-odd fm stations between the Atlantic and Pacific?

- It's apparent to any observer that a lot of daytime-only am outlets use this chance to stay on the regional air at night.
- Hundreds of am stations have cruel interference problems at night and they duplicate programs on fm to combat this aural chaos.
- Highly directional am operations use fm to fill in the spaces between their electronic fingers.
- Independent music programming fits neatly into background music services.
- The generally recognized raising of the national level in musical tastes provides a growing market for fm stations specializing in serious and semi-serious music. It's interesting to note that teen-agers are becoming long-hair fans, and their ears are conforming to the improved quality of modern recordings as well as the special ability of fm to provide noise-free, high-fidelity signals.
- Many stations sell sports fm-only, or on fm at night in the case of am daytimers.
- The word has been trickling around for some time that fm has hit bottom and is now starting upward.
- A number of national advertisers are starting to show interest in the high-quality, faithful audiences that fm stations command.
- Most rates run only 50% to 60% of am rates.
- Hi-fi and not-so-hi-fi receivers are coming in from abroad, many of them attractively priced.
- A check of domestic manufacturers shows a willingness to join Zenith and Granco in shooting for a mass market if public interest in fm continues to climb.
- Some new regional hookups are being talked up.
- Fm is fine in bad weather.
- The custom hi-fi audience, while not

1,407,000 is a lot of anything . . . but in FM it's TREMENDOUS!

You bet it is! In this particular 'lot' we're speaking of FM radio sets in use in the Los Angeles Metropolitan area (Los Angeles and Orange counties). FM radio penetration has hit a new high, now a part of one half (50%) of all radio homes . . . and it's still growing!

KRHM-FM

FORMERLY KFWB

. . . proud to serve the 1,407,000 FM radio sets in Los Angeles and Orange counties. Add to this amazing million-plus story the 58,000 watt KRHM coverage of eight additional important Southern California counties (San Diego, Santa Barbara, Kern, Imperial, Riverside, San Bernardino, Ventura, and San Luis Obispo) and you've got a LOT of EVERYTHING.

KRHM covers all of the 8,000,000 radio-minded Americans of Southern California. Fifty percent of this populace is already living in this new world of entertainment and public service.

Says Jane Leider, Media Director of Mogge-Privett, Inc. "We feel that our 105 time signals per week for our client, Seven Up Bottling Co. of Los Angeles, are doing a real job."

KRHM-FM 94.7

From MOUNT WILSON (Formerly KFWB-FM)

STANLEY WARNER THEATRE BUILDING

Hollywood Blvd. at Wilcox • Telephone HO. 7-5167

HARRY MAIZLISH, President

RUTH MAIZLISH
Director of Programs

DALE PETERSON
General Manager

BOOTHE LEASING Corporation

LEASING IS OUR BUSINESS

Choose your own supplier, then lease transmitter, studio, equipment, machinery, etc. through BLC. Conserve capital — reduce taxes. **Anywhere U.S.A.**

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GENE O'FALLON & SONS, INC.

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a mass market, is a fussy one and many fm stations cater to it successfully.

• The electronic woods are full of experts who cling to the belief that all aural broadcasting will move to fm some day.

• Some operators have so much money invested in fm that they're afraid to back out.

• Others have their investment written off and don't mind a little extra expense in view of the satisfaction of putting out a clean signal based on quality programming.

• A number of new fm service enterprises, such as station-network representatives and regional networks are projected. These include such projects as Western Fm Network, providing taped packages west of the Rockies, and proposed formation of an fm representative-promotion service during the current NARTB convention by Charles W. Kline, of Chicago, sales representative. He also wants to form an all-inclusive fm trade association.

Educated Guesswork

Since there isn't anything resembling a meeting of the minds on fm's circulation or impact, the only course available is a listing of available data—some of it scientific, some semi-scientific and some educated guesswork.

First of all, Radio-Electronics-Tv Mfrs. Assn. production data indicate that 7.5 million receiving sets with fm tuners have been produced since production was resumed in 1947 following the World War II layoff. The figures range from 1,140,000 sets produced in 1947 and 1,529,000 in 1948, the peak fm year, to 250,000 in 1955 and 200,000 in 1956. For five postwar years the factory output hovered around or above the million mark. Then in 1952 the factories began losing interest, producing 525,000 sets with fm. Now the figure is down to a skeleton level.

Zenith has led the fm set field for years. Then in 1954 Granco Products Inc., Long Island City, N. Y., decided to add fm radios to its line of uhf tv converters. Now it claims a third of the national fm production, making fm and am-fm tuners as well as complete sets though not a basic maker of hi-fi components. Granco sets range from $33.95 to $59.95 plus clock fm radios from $54.95 to $64.95. Some talk has been heard that Granco might turn out sets for some of the major manufacturers, but this can't be verified.

Granco expects to hold its one-third production figure during 1957 when it figures the industry will turn out 500,000 sets with fm receivers.

Fewer than 12,000 of the 7.4 million television sets produced last year contained tuners capable of catching the fm broadcast band. This is due to the dominance of the turret-type tuner, which has almost pushed the continuous model, with its 88-108 mc segment, off the market.

Fm imports are starting to increase, and RETMA has deigned to recognize their arrival by naming a special committee headed by its president, Dr. W. R. G. Baker, General Electric Co., to look into the matter. The committee has bought some foreign sets and is now in the process of dissecting them on laboratory benches to see how good they are. GE, by the way, is showing new interest in fm set production and the fm audience.

In 1955, imports ran about 20,000. They rose to 50,000 in 1956 and are expected to reach 75,000 this year. Among popular makes are Majestic-Grundig, Telefunken, Elite, Phillips (Norelco), and Blaupunkt. Most have English dials and often they are shipped in chassis form, with U. S. tubes inserted in the sockets.

Fm for Automobiles?

Blaupunkt has entered the U. S. market with the dream of all fm operators—an auto radio tuning the 88-108 mc band. If these catch the interest of the U. S. public, manufacturers will have something new to think about.

Unfortunately, most American factories show no enthusiasm for the fm set market. They think in terms of millions and are loathe to turn out the more intricate fm circuits despite their experience in producing tv receivers with similar tolerances. The same lack of enthusiasm marks their approach to all-wave tv sets and those on the market are vhf sets with uhf built into the tuners.

A rumor that Motorola was coming out soon with an fm auto set was flatly denied by that company.

Some engineers still feel auto fm sets aren't practical and they claim imports aren't completely workable. Transit radio proved,

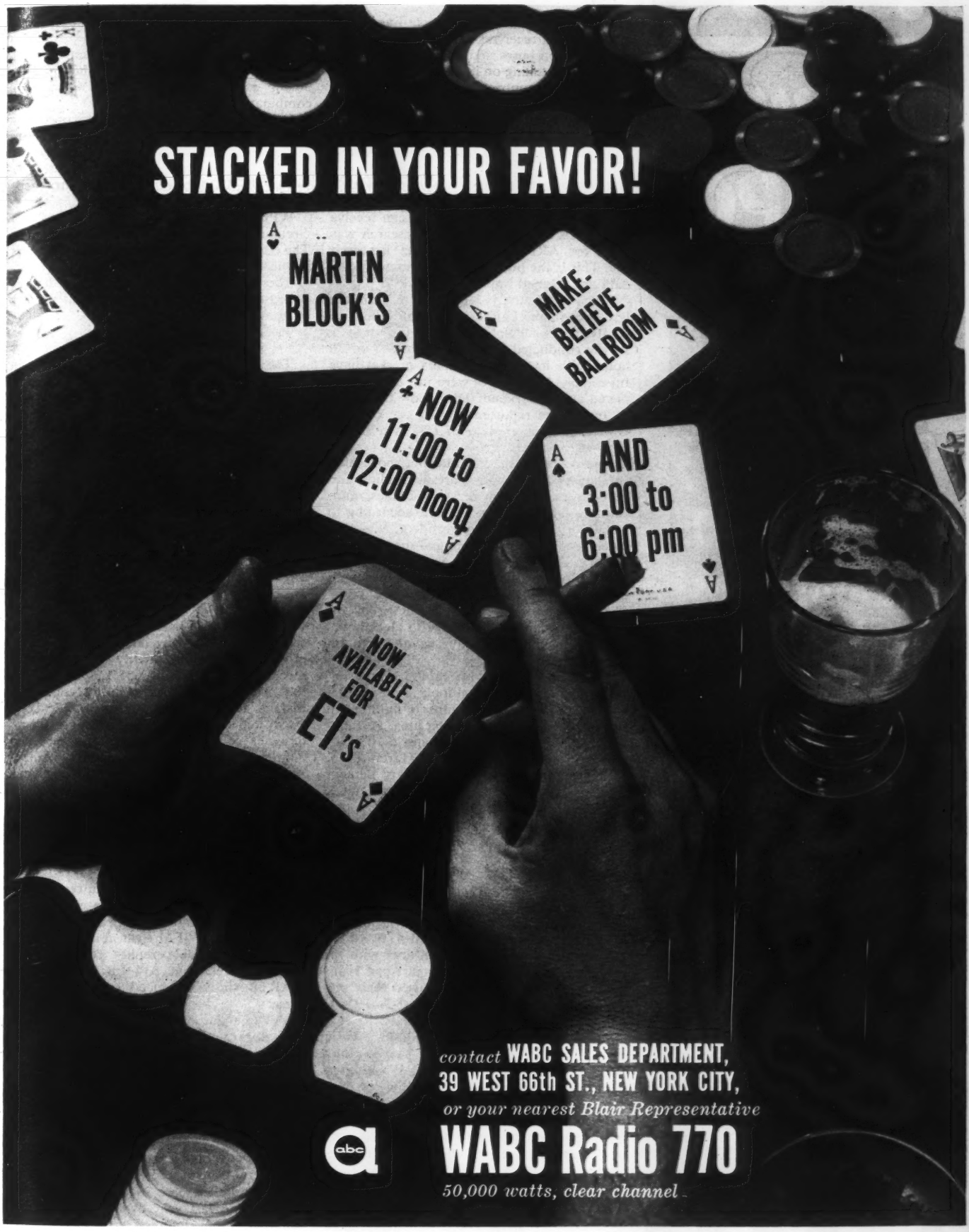
FM and AM 1ST A.M. and P.M.

KFAC the only 24-hour FM-AM music station for southern california
complete duplicated coverage at one rate card rate

1330 on your radio—92.3 on your FM

1ST KFAC LEADS IN FM LISTENERS IN THE LOS ANGELES MARKET

see PULSE L. A. Survey—Jan. '57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MAKE-BELIEVE BALLROOM
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Reach 9 out of 10 Californians!

GOLDEN WEST BROADCASTERS
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Gene Autry, Chairman, Board of Directors
Robert O. Reynolds, President
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AM Radio Sales Company

prior to its Supreme Court scuttling*, that antennas and receivers can be installed professionally on buses and trolley cars. Transit fm is now catching on in Mexico and a number of other countries beyond the U. S. Supreme Court's jurisdiction.

Several leading research organizations have made local estimates of local fm circulation and one has a national figure. Advertising Research Foundation, financed cooperatively by advertisers, agencies and media, made a study in May 1954 showing that 9,390,000 radio sets in the U. S. can receive the signals of fm stations. The research was done for ARF by Alfred Politz Research Inc. This is the highest of all estimates. ARF data are deemed impartial.

Many local surveys have been made in the last two years. Latest is that of Audience Analysts, Philadelphia, which found in a survey conducted in March that 38% of all households in the Philadelphia market have fm radios. AA's figures were just being completed at the weekend. They show that 30% of fm homes reported regular use of their fm radios compared to 27.1% in a survey conducted last June.

The AA study in Philadelphia shows that fm homes have more portable radios and portable tv sets than am-only homes, indicating a higher quality market, according to Mrs. Doris Selinger, AA president. Mrs. Selinger reported these findings—more fm set owners use their fm on weekends than is the case of am usage in am-only homes, with the Monday-Friday ratio about the same. She added that "a high percentage of fm owners use their fm sets three to eight hours a day, showing a 'selective devotion' to fm programming."

Los Angeles is the fm capital of the nation, judging by a careful look at the market by B•T. One station claims 3 million fm listeners in its wide coverage area. A January, 1957, Pulse survey indicates a 10% increase in fm saturation since March 1955, or an fm saturation of 48%. Sixty percent of fm homes use their sets during the week (48% in March 1955), or 1.8 hours a day compared to 1.3 hours of am usage for am homes, according to the survey.

In New York City, a Pulse survey made last December for WQXR-FM showed 56.4% fm home saturation, or 2,462,583 homes.

A Pulse survey conducted in Washington, D. C., for WWDC-FM showed 41% of radio homes in the metropolitan area with fm receivers compared to 39.1% in April 1955. Sixty-eight percent of homes used their sets during the survey week (Dec. 1-7, 1956), compared to 62.9% in April 1955.

Since it supplies background music through a corporate cousin, Tempo Inc., WWDC-FM made a survey of Washington dentists and doctors. It found 46% of dentists and 16% of doctors with fm receivers in their offices, picking up the background music free but with news, commercials and other talking material included. The fm signals penetrate modern buildings more easily than am broadcasts.

The Pulse data for Washington showed that 45.4% of fm homes have table models, 30.2% radio consoles and 24.4% have tv combination consoles.

In Chicago Edward A. Wheeler, president of WEAW-FM, estimates the number of sets in the coverage area at 980,000 and figures it will soon reach a million. He estimates the number of listeners in the primary fm reception area at 1.7 million.

WPEN-FM Philadelphia, computes fm circulation in that market at 500,000 homes. The city is one of the more active fm centers in the nation.

These are some of the circulation figures culled from the relatively few recent surveys on the subject.

How High Is Hi-Fi?

The hi-fi audience is hard to describe in mathematical terms. First there is the matter of semantics: How high and how low are hi and fi? Enthusiastic sales claims range from a bottom point of 15 or 20 cycles all the way up to 40,000 and beyond.

Some hi-fi boosters are insulted when their cult is numbered at a mere million fm homes containing custom gear or consoles that will produce quality sounds from an fm tuner. Others doubt if the number of separate am and am-fm tuners made for custom installation will come near the million mark. At any rate, a dozen-and-a-half manufacturers are turning out am and am-fm tuners for the custom trade.

Interest in hi-fi has mounted swiftly in recent years, spurred by notable improvement in the reproduction quality of phonograph records, the availability of fm service and the promotional advertising by equipment makers, retailers and custom suppliers. Latest to join the custom field is Ampex Corp., designer of the pioneer tv tape recorder. Ampex has formed a subsidiary, Ampex Audio Inc., to manufacture hi-fi consumer retail items.

One of the most exhaustive looks ever taken at the current fm situation was the survey announced recently by NARTB. The survey was conducted in late 1956 under direction of John F. Meagher, NARTB radio vice president, and Richard Allerton, research director, at the instigation of the association's Fm Radio Committee, headed by Mr. Wheeler, WEAW-FM Evanston, Ill.

With 168 usable replies received from questionnaires sent 334 fm members, the NARTB study produced such findings as these:

- Three out of four stations are on the air before noon; 19 out of 20 after noon.
- Six stations have storecasting, 161 don't.
- Five have multiplexing, 162 don't.
- Twenty-eight plan to multiplex, 113 don't.
- Twenty-three supply background music, 145 don't.
- Am coverage is aided by fm duplication of programs, said 123; 29 said it wasn't.
- Definite increase in public's interest in fm noted in last year by 76 stations; eight found declining interest.
- Programs are ranked in this order—

* U.S. Supreme Court ruled 7-1 May 26, 1952, that the Constitution does not preclude a transit operator from carrying radio programs in its vehicle. Despite this favorable ruling, WWDC-FM Washington abandoned transit service a year later, claiming an organized minority induced advertisers to stop broadcasting and plagued station with assorted costly litigation.

Leadership

IS *MORE THAN A *RATING

***BUT, if it's a *rating* you want, look at the Providence Television ARB for February, 1957:**

SHARE OF AUDIENCE

	WPRO-TV	2nd Sta.	Others
SIGN-ON TO NOON Mon. thru Fri.	62.3%	34.2%	3.9%
NOON TO 6:00 P.M. Mon. thru Fri.	51.7	42.1	6.5
6:00 P.M. TO MIDNIGHT Sun. thru Sat.	52.3	43.1	4.6

As for WPRO Radio, the brand new 1957 Pulse Area Report proves *conclusively* that WPRO continues to be the number one Rhode Island station by a decisive margin. Ask your Blairman for the facts!

* Leadership is *service!* And for over 25 years, a basic operating principle of Cherry & Webb Broadcasting Company has been — *public service builds public acceptance!*

Public service awards adorn our walls. Our files bulge with letters of appreciation from civic, religious, educational and charitable organizations. They testify we are ever mindful of our public trust.

And, Cherry & Webb Broadcasting Company believes public service extends beyond on-air performance. That's why Cherry & Webb sponsors a Youth Orchestra project in cooperation with the Rhode Island Philharmonic Orchestra. That's why Cherry & Webb presents annual University of Rhode Island Summer Music Camp scholarships to the award winners of WPRO's "Youth in Music" program series.

Certainly, the *best* in entertainment has been a "must" in establishing WPRO and WPRO-TV as the leaders in Southeastern New England. So, too, has the application of another basic operating principle — *public service builds public acceptance!*

WPRO
BASIC CBS RADIO
630 KC. • 5000 WATTS

WPRO-TV
BASIC CBS TELEVISION
CHANNEL 12 • MAX. POWER

CHERRY & WEBB BROADCASTING COMPANY • PROVIDENCE

music, sports, news. Sports programs are sponsored on 41 stations, music on 20.

- Seven stations are 90-100% sold out.
- Median fm time charges are about half the am rate.
- Best sponsors are record and hi-fi dealers, appliances, automotive, beer, gas and oil.

Some typical observations made by those who put comments on their NARTB questionnaires:

- Newspapers don't carry fm logs.
- Some manufacturers don't like fm.
- Some of the sets drift.
- Fm auto and clock sets are coming.
- After 10 years, an educational job hasn't been done on the public or dealers.

The NARTB survey showed 13 profitable stations with 42 holding their own and 78 losing money. Of fm-only stations, 13 are making money, 36 are holding their own and 38 are losing money.

Why don't the money-losers quit? The survey indicates some have a lot of money invested and are afraid to back out. Others are hanging-on pending the development of multiplexing and in anticipation of growing interest in hi-fi and stereophonic sound. Still others figure all aural broadcasting may be shifted to the fm band some day.

The increased interest in better music and background music looks good to many with fm transmitters. Goodwill is created for their am and tv services some of those with double and triple services believe.

There's no unity of thought among fm stations on the subject of multiplexing. Some have quietly fought the FCC's action, taken two years ago, which specified that any special fm station services such as background music must be carried by multiplexing. The FCC order was twice postponed for a year, with current deferment ending next July 1.

Stations opposed to multiplexing contend that equipment makers sold the FCC a bill of goods in an effort to sell their apparatus; that the stuff isn't reliable when used with a large number of receiving sets over a wide area; that present beep control of subscriber receivers to eliminate talking from fm station music is adequate and economical, and that to convert to multiplexing would cost a lot of money. They add that broadcasters will become more interested in their sidelines than in their program service to the public.

Fm station members of NARTB were expected to discuss the FCC order at their meeting this afternoon (Monday) prior to the formal convention opening. Many fm operators, including some of those who provide music service by beep or simplex methods, are opposed to multiplexing on the ground they will have to buy a lot of expensive equipment.

One typical station installation of multiplex equipment would include a Browning Labs. modulator-exciter unit costing $5,000 plus a $189 muting unit at the transmitter. Receivers likely would cost $150 at first but this might be cut as production increased.

Right now 32 fm stations are multiplexing background services, with around 75 stations selling music via multiplex, beep-simplex and telephone lines.

Out Go Bootleggers

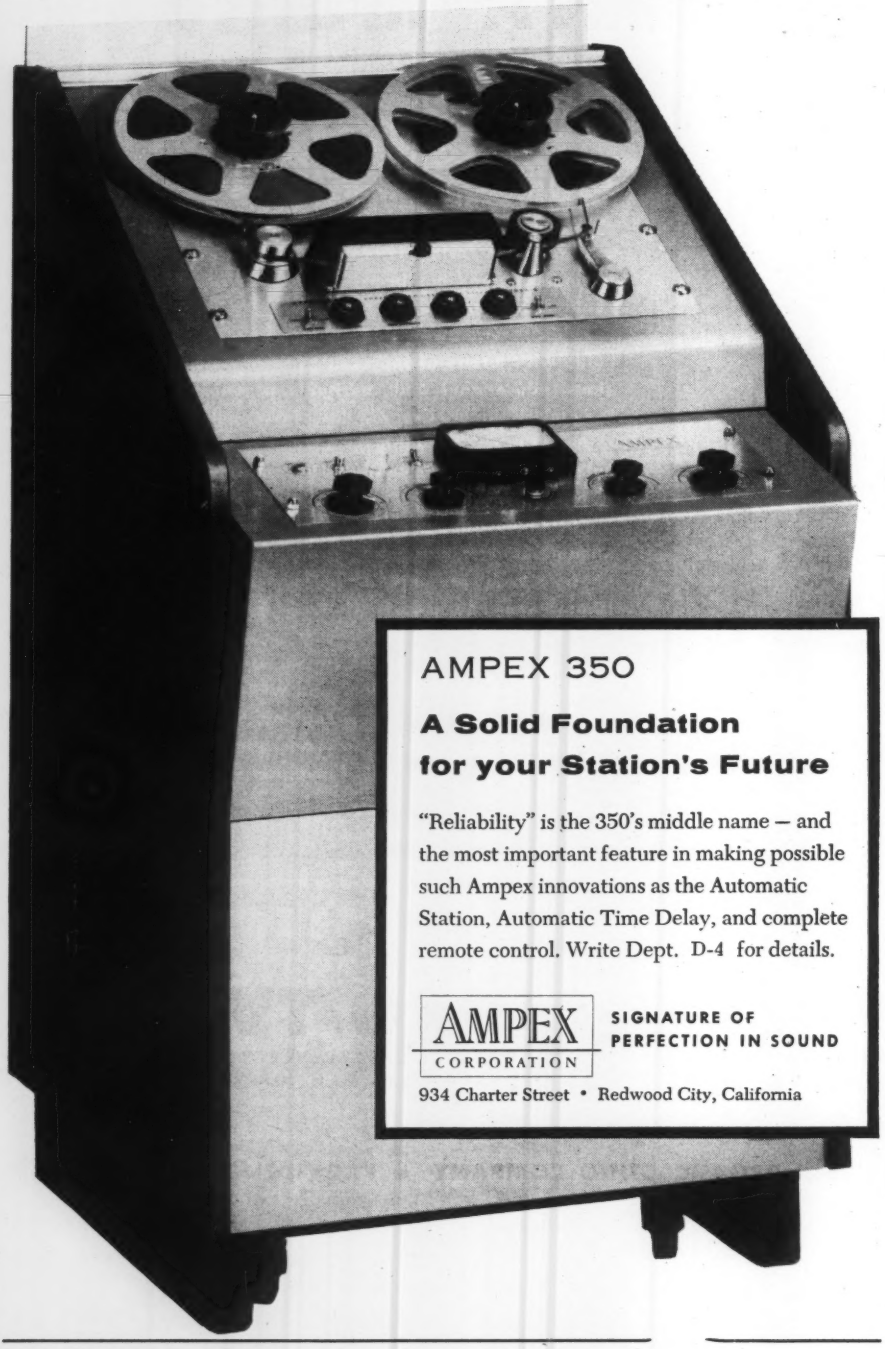
There's one angle of multiplexing that can't be ignored. This piggy-back transmission of music can pretty well eliminate bootlegging by dentists and places that take an fm station's signals off the air with an ordinary fm receiver.

But it's quite reasonable to predict that fm stations, having invested in multiplex apparatus, will stop putting out background music as normal fm broadcast service and shift to another type of programming—pop and pitch, for instance. Thus the public stands a chance of losing, under this thesis.

Such multiplex enthusiasts as Don Lewis, general manager of Multiplex Services Corp. and Gardiner G. Greene, president of Browning, contend equipment troubles have been solved. Mr. Lewis credits multiplexing for "the current rebirth of fm . . . activity."

Twenty-six fm stations are using Browning receivers, Mr. Greene said. W. S. Halstead, president of Multiplex, said the first three Multiplex stations using Multicast equipment have successfully completed their first year of commercial operation. They are WFLY (FM) Troy, N. Y.; WFNC-FM Fayetteville, N. C., and WGH-FM Newport News, Va. Browning is announcing its new line of multiplex transmitter gear at the NARTB convention. Transmitters are made for Browning by Gates, but Browning manufactures its own receiving equipment.

As multiplex equipment enters the prac-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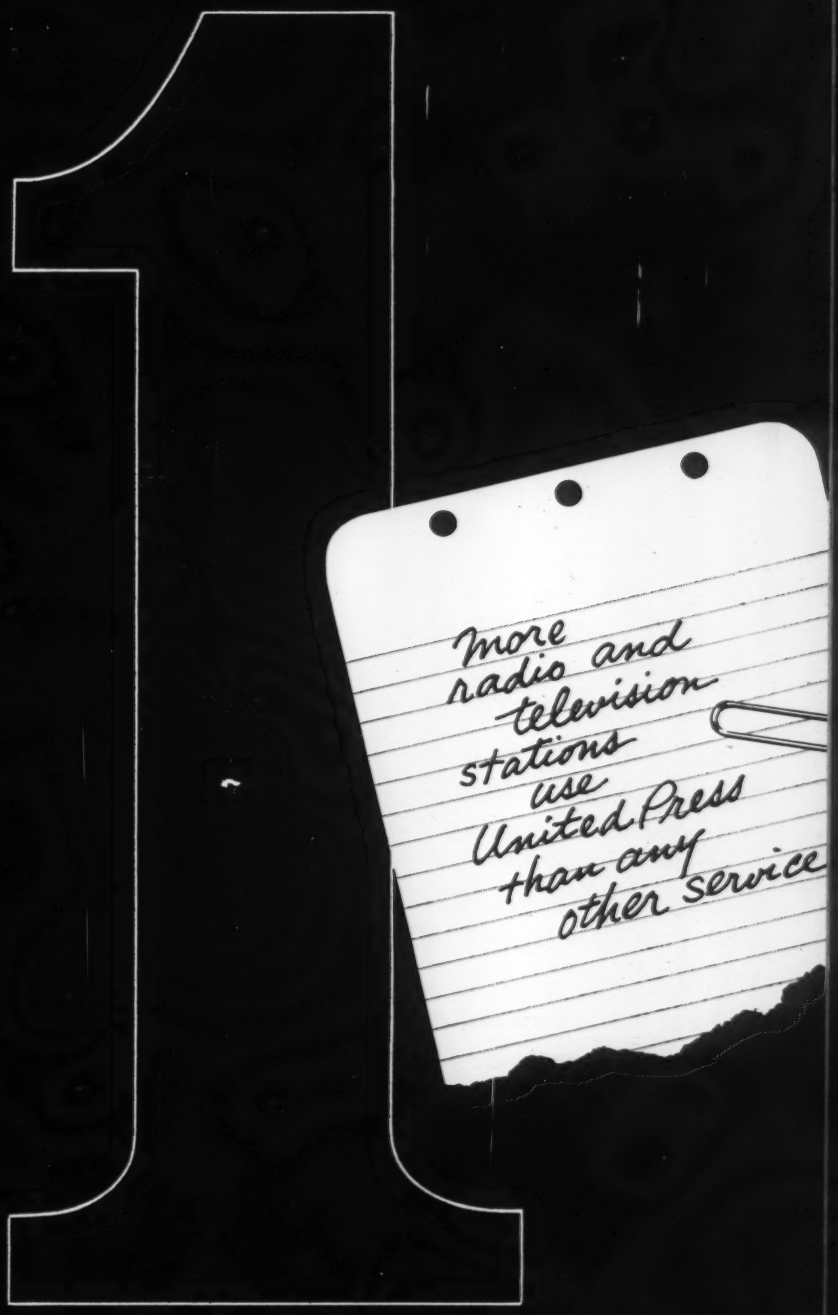

More use U. P. news and radio wires
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2nd BIG MARKET

PIMITEOUI*

*Old Indian word for Peoria area meaning "land of plenty."

TOP AREA!
TOP SHOWS!
TOP POWER!
TOP TOWER!
TOP COVERAGE!

Only Chicago tops Metropolitan Peoria in population, income and retail sales.

PEORIA "Sets In Use" TOP 19 MAJOR TV MARKETS

- 28.1 Avg. (7 AM-Midnight)
- 47.6 Avg. (5 PM-Midnight)
- Higher than 19 of the top major TV markets

(compiled from ARB 11/56)

ONLY WTVH DOMINATES WITH CBS-ABC:

- 14 of the top 20 shows
- 151 of 196 evening ¼ hours (ARB 11/56)
- covers 18 rich counties

EDW. PETRY & CO.
NATIONAL REPS.
affiliated with
Peoria Journal Star
WTVH
Channel 19
PEORIA, ILLINOIS

tical stage, criticism of its operation is answered by manufacturers. Browning contends its receivers are now practically foolproof. Multiplex claims its Troy installation, for example, is reaching Pittsfield and Lenox, Mass., both over 55 miles away. To the charge that large numbers of sets can't be serviced, Multiplex cites 100 WGH-FM subscribers in the Newport News-Norfolk-Virginia Beach area.

Herkins & Hershfield Lab., Phoenix, is another multiplex manufacturer experimenting with this process. A number of suppliers have eight-hour tape service, including Muzak, National Musitime, Magnetronics and RCA.

While wire lines are technically adequate for transmission of music to subscribers, the evolution of major cities into a series of suburban satellites can affect the cost of service since telephone charges are often based on quarter-mile units.

Only two piggy-back signals are feasible at present, but multiplexers figure they can add one or two more in a few years. Only one of the signals can meet hi-fi music specifications of 15,000 cycles but the 8,000 cycle background music standard poses fewer problems.

That's the way multiplexers and station operators look at this relatively new art at this point, judging by comments made to B•T.

AN FM SAMPLING

IN LOOKING over a vast amount of material showing just how a half-hundred fm stations in a score of markets are running their business and serving their public, one can pluck only a few samples and try to stuff them into a thimble. The detailed story would fill many pages but here are just a few of the interesting features, typifying the way today's fm broadcasting industry operates:

NEW YORK

The birthplace of fm and hi-fi. WQXR-FM duplicates its am service, with the two sold jointly. All live music is stereophonic, which hi-fiers love. Elliott M. Sanger, executive vice president and one of the early good music-good sound promoters, sees a bright future for fm if used primarily for broadcasting and not functional sidelines. WQXR-FM feeds a number of stations up to 100 miles out, without cost.

WBAI (FM), originally run by Ira Hirschman who tried to get manufacturers to help finance fm as a set-selling device, is now run by Ted Deglin, public relations man for Madison Square Garden. Musical standards range from short to long-hair. It's now breaking even "and may realize a profit any minute," according to Mr. Deglin. WBAI has 30 sponsors, many of them hi-fi stores. The rate is $40 an hour compared to $400 for WQXR.

WBFM (FM), operated by Muzak Inc. Manager John Andrus, has a few sponsors and many who pay for background music. WPAT-FM Paterson, N. J., is a little over a year old, figures it is reaching class advertisers and offsetting the reception problems aggravated by continued erection of new steel buildings. One of the important independents in the area is contemplating entering fm this year.

WOR-FM's *Music From Studio X* pulled 12,000 pieces of fan mail last fall, 26% of them commenting on the fine fm reception. WWRL-FM is separately programmed but only recently started to sell its time. WHOM-FM is merchandising vigorously, feeds music to stores and has a Chinese disc jockey show sponsored by Pabst and a string of Chinese suppliers. Chinese fm ownership is double the New York average.

A daytimer, WLIB, has just applied for 107.5 mc, described as the last open channel in the market.

LOS ANGELES

With Pulse claiming there is more fm than am listening, Los Angeles is fm's most active market. The Pulse survey shows that two out of three fm listeners like good music, one of three like the toned-down commercials and one out of five emphasize the superior sound. Only 1% mention the static-free signals, which should interest the hardy developers of fm who filled the postwar air with sweet claims about freedom from static and the dulcet charms of 25,000 cycles and overtones. Roughly one-eighth of fm homes have hi-fi equipment.

KFAC-FM duplicates am classical and semi-classical musical programming, 24 hours a day. Sponsors include Southern California Gas Co., 16 years; Southern Counties Gas Co., 16 years and Slavick Jewelry, 13 years. Calvin J. Smith, general manager, said the stations carry no alcohol or tobacco accounts. "We tried Kent cigarettes but the roof fell in," he added.

KCBH (FM) limits commercials to one minute in 20, carrying diversified musical programming. Success stories include Gough Industries (custom hi-fi and MG autos). A. A. Crawford, owner-manager, said he lost $48,000 the first year after buying from MGM but now is better than breaking even. He owns a music store in Beverly Hills, a natural combination.

KRHM (FM), formerly KFWB-FM, feeds music to 40 Thirftymart stores, according to Harry Maizlish, who added, "We can avoid high am overhead. There's no need to double-spot unless we get greedy." A new Seven-Up contract covers 15 time signals a day.

KRKD-FM is leased to Musicast for 24-hour background service. It also sells 25-second announcements. The contract expires this summer, after which Musicast will serve music from its own station, KMLA (FM). J. B. Kiefer, Musicast president, said 750 music clients are served but countless others bootleg the service, some even having crystals to cut out commercials.

Los Angeles stations have dozens of highly pleased sponsors. The market is living proof that fm, given a chance, can be an effective, reasonably priced advertising medium and an efficient broadcast service.

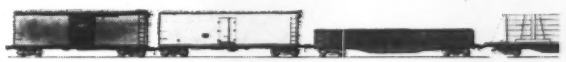
Starting this week KUTE (FM) is offering a new type of time zone programming, gearing music to the hour. The 24-hour

How permanent is "temporary"?

YOU STILL PAY THESE "TEMPORARY" TAXES ON TRANSPORTATION

10% tax on passenger fares...

3% tax on freight charges...



You should have relief from the burden of these World War II taxes—now!

During World War II the Federal Government imposed special excise taxes on the passenger fares and freight charges you paid to railroads and other common carrier transportation. One reason for these special taxes was to discourage the use of these transportation facilities in wartime.

World War II is long since over but these taxes go on – and on. You are *still* paying them. On nearly all intercity tickets, they add an extra 10 per cent to the fare you pay. And as goods move through the processes of production and distribution, they add 3 per cent to the freight charges at every stage of the movement.

These burdensome and discriminatory taxes are still discouraging the use of our public transportation systems. And by so doing, these taxes are weakening our public carriers—essential to peacetime commerce and vital to national defense.

ASSOCIATION OF AMERICAN RAILROADS
WASHINGTON, D. C.

news operation is not affected, said R. P. Adams, owner-manager.

PHILADELPHIA

With circulation estimates ranging up to 500,000 fm homes, the medium has a solid foundation in the city and the future looks promising. WFLN (FM), managed by Raymond S. Green, has been an fm pace-setter for years with its carefully programmed serious music. National sponsors include Air France, American Stores Co. (Acme), Berlitz schools, Boeing Airplane Co., Denmark Cheese Assn., French Tourist, Charles E. Hires Co., KLM airlines, LAI airlines, Lufthansa, Newburger & Co. and Capital Airlines. Mr. Green operates Good Music Broadcasters Inc., a representative firm. Strawbridge & Clothier, $80 million merchandising giant, has been a regular WFLN sponsor for 4½ years, sponsoring daily spots.

Other Philadelphia stations are finding added interest in their fm service. WFIL-FM has strengthened its evening music service with weekend programming. WIP-FM has devoted much time to UN sessions in New York. WCAU-FM supplies Muzak back ground service.

WPEN-FM recently conducted a mail study showing male listeners to its instrumental music range from engineers, physicians and businessmen to merchants, salesmen and machinists. Housewives and office workers top the female listeners. Advertisers include a radio-tv store, automotive firm, John Middleton tobacco, Industrial Trust Co. and a restaurant. The station has a rate card showing an hourly announcement, or 122 a week, for $350; 15 a week cost $50.

WFLN has a series of comparative cost tables that credits fm with a much lower per-inquiry response cost than am and print media.

WASHINGTON-BALTIMORE

WWDC-FM, operated by Ben Strouse, an early and successful fm zealot, is putting out an intricate background music service of wide popularity in homes and business places. The music, based on Muzak discs and standard 45 rpm records, is sold widely through beep simplexing. Mr. Strouse was one of the transit radio pioneers and still gets red-necked about the roughing-up it received from organized opposition that managed to crush a new medium despite failure to get Supreme Court support. The station is experimenting with Plexton multiplex apparatus. Drugcasting music, with announcements, is fed to 86 Peoples Drug Stores. Some music accounts are still fed by line. While the accounting is difficult, WWDC-FM is about breaking even.

"Fm was never properly sold," Mr. Strouse claimed. With a $2 rate for fm spots, WWDC-FM doubled sales last year and may start aggressive selling. He doubts if fm will ever replace am, short of a major radio reallocation. "Fm should have been developed as a new program service, without the hi-fi emphasis," he said.

WMAL-FM Washington began separate programming a few months ago. Mail pull has been "fantastic," according to Frederick S. Houwink, general manager. Separate programming runs from 6 p.m. to midnight, starting with lighter music and graduating to long-hair by 10 p.m. "Fm definitely has a commercial future if the industry figures out how to use it," he said.

An occasional mechanical difficulty at WTOP-FM will light up the switchboard like a Christmas Tree, said Lloyd W. Dennis, WTOP-AM-TV vice president-sales manager. WTOP-FM duplicates the 50 kw am outlet's programs.

M. Robert Rogers, president-general manager of WGMS-AM-FM, pioneered serious music in Washington when the am outlet was a daytimer. It's fulltime now, and sale to RKO Teleradio is involved in FCC proceedings. Since the sale was announced the music has veered somewhat to medium-hair at times. Mr. Rogers notes that fm is a low-cost medium but agencies shun it because of the high bookkeeping and other overhead cost plus the difficulty of buying national fm time. "Fm needs uniform programming and national planning," he said.

Everett L. Dillard, operating WASH (FM) Washington, finds a regular response to serious music programming from points up to 75 miles distant. Other Washington as well as Baltimore stations claim similar response. Mr. Dillard fought many of fm's early battles, having put his station on the air in 1945. He notes an intense audience loyalty.

At WOL-FM, Vice President Charles Dillon reports wide interest in an evening good-music service directed by Paul Hume, music critic of the *Washington Post-Times Herald*.

WITH-FM Baltimore started separate programming of serious music four years ago. Six new sponsors were signed recently, including Baltimore Gas & Electric Co.; Cloverland Farms Dairy; the large Hochschild, Kohn & Co., department store; Loyola Federal Loan Assn. and a moving firm.

WITH-FM won't interrupt a symphony for any reason—not even the clock. It has a number of long-term sponsors. If a 5 p.m. symphonic program runs to 5:54, the next program gets underway. Sam Kravetz, manager of the fm outlet, says the station caters to the tastes of a cultural market having a high fm saturation.

WITH-FM shows a modest profit, with all fm expenses accounted for in the bookkeeping. Its *Adventures in Music Listening* is fed to 300,000 school children, programmed by grades. The program will be extended to other Maryland communities which also will make it part of the curriculum. Savings Bank of Baltimore and Maryland Cooperative Milk Producers are sponsors of the school programs. Commercials are catchy, with the youngsters singing them in unison. Both sponsors are signed for

FM REVISITED, STILL FRUSTRATED

ONE year ago, at NARTB convention time, Ray Stone, timebuyer of Maxon Inc., a major agency, completed a study, "Fm: The Frustrated Medium," a 26-page appraisal summarizing fm problems and concluding that fm "could be, and potentially is an effective medium for advertisers" [B•T, April 16, 1956].

MR. STONE

What does Mr. Stone think a year later?

"Fm broadcasting activity has increased tremendously at the local level," he told B•T, "but it hasn't broken through on a national basis."

He contended fm needs a little recognition by national advertisers who, incidentally, aren't usually impressed by occasional local success stories.

Mr. Stone cited the lack of open fm channels in the New York market and the widespread quickening of activity in many medium-sized cities as typical symbols of the medium's revival. Favorable to fm, he added, are the decreased availabilities in tv and the growing demand for early-evening am time.

"It's about time for an fm network to get underway—in a national way," he said.

WE ARE HERE!!
NARTB GATES NARTB
Main Exhibition Floor — Room 561 for "Auto-Station"

THE 3rd LARGEST EXHIBITOR NARTB!

INTRODUCING NEW *TELEPRO* "6000" REAR SCREEN PROJECTION SYSTEM..... *PLUS*

One million hours in the making

THE NEW TELEPROMPTER® MOD V FOR 1957!

*Patents Pending

NEW DESIGN

NEW FLEXIBILITY

NEW PERFORMANCE

NEWEST OF ALL . . . THE NEW EYE-LET SYNCHRONIZING SYSTEM. New high impedance electronic contact enables simplified design, *with no moving parts,* Easy loading, Quiet Operation.

NEW MASTER CONTROL SYSTEMS . . . Smaller built-in Multi-controls for greater adaptability. All controls electrically isolated.

RACK MOUNTING . . . Space saving compact power panel permits optional standard rack installation for easier handling and portability.

DUAL HAND CONTROL. . . Instantaneous master and slave controls permit greater performance flexibility . . . additional production freedom for TV Director and key studio personnel.

FOOT PEDAL CONTROL . . . Hand free control, ideal for Newscasts and Product Demonstrations where hand motion is indispensable.

RING CONTROL . . . Undetectable ring control regulates TelePrompTer with slight finger pressure. Ideal for Professional Commercial Delivery.

INDUSTRY CAMERA MOUNT . . . Simple, Instantaneous Mount and Dismount of TelePrompTer Unit. Designed specifically at request of Networks and Stations.

ADVERTISERS PREFER TELEPROMPTER STATIONS!

For further details or to arrange an immediate installation write or call collect:

JAMES BLAIR, *Equipment Sales Mgr.*
HERBERT W. HOBLER, *V. Pres., Sales*

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LOS ANGELES • CHICAGO • WASHINGTON, D.C. • DETROIT • MIAMI • PHILADELPHIA • TORONTO • LONDON

IT TAKES A
SPECIALIST
TO CATCH (AND HOLD)
the audience
in Louisiana's
2 biggest markets
In SHREVEPORT
KCIJ
Country-Western Specialist
First among "indies" in the 35 county-parish ARK-LA-TEX area*—and second only to the 50,000 watter—but at nowhere near the cost!
*Pulse, Mar.-Apr., 1956
In NEW ORLEANS
WMRY
Negro Programming Specialist
Average quarter-hour ratings of 7.4!*—delivering 42% MORE audience than the second station in the Negro market; 85% MORE than the third station!
*Pulse, Sept.-Oct., 1956
KCIJ
The BIG City Station with the Country Flavor
5000W 980 KC
WMRY
"The Sepia Station"
1000W 600 KC
Southland Broadcasting Company
Mort Silverman, Exec. V.P. & Gen. Mgr.
GILL-PERNA, INC. — Nat'l Rep.
New York, Chicago, Los Angeles, San Francisco

1958. WCAO-FM Baltimore, also with a far-reaching signal, features pop music.

CHICAGO

One of the earliest and most vigorous advocates of fm, Mr. Wheeler likes to call his am daytimer a supplementary service to WEAM-FM and he can cite some good reasons for the description. "We just plain have more listeners on fm than we do on am," he said. With operating costs "very nominal," he said fm revenue "is largely responsible for the profit of our operation as a whole."

Most of the WEAV advertising is local but "more national agencies use fm than am," he said, adding, "If the average am broadcaster — not including clear-channels —knew what fm could do for his operation, he wouldn't stay out of it. Assuming fm could add only 20% to his total am audience, it would be worthwhile.

Mr. Wheeler's fm coverage goes far beyond the metropolitan-area am service. He numbers the number of listeners in the fm primary area at 1,700,000. Advertising messages are broadcast at different times on am and fm for a single rate.

WFMT (FM) Chicago, operated by Bernard Jacobs, was one of the three Alfred I. du Pont Radio and Tv Awards winners for its role in using broadcasting "to enlarge and enrich community experience." The station has a program guide with 14,500 subscribers who pay $4 a year.

Last October Bowman Dairy, described as Chicago's largest, through J. Walter Thompson Co., started a Monday-Friday 6:30-9:30 a.m. classical music period on WFMT, with four hourly commercials. The agency was "astonished" at the quantity and quality of letters. The series was renewed after a successful 13-week test. JWT is understood to feel the series has attracted new customers to the delivery service.

"Fm broadcasters should stop crying about the FCC and tv," Mr. Jacobs said. "It will not replace am. These things must be forgotten. The medium has never been properly promoted on a national basis and the use of joint am-fm call letters has confused the public."

KANSAS CITY

KCMO-FM Kansas City, a Meredith station managed by E. K. (Joe) Hartenbower, is in its fifth year of good music programming. The plan was started in 1953 as a two-month experiment. It quickly met an "overwhelming response," Mr. Hartenbower said. The basic purpose is to entertain, not educate. "We want to make fine music an accepted and enjoyable part of the average mid-American's life," he explained. "We want to make fine music a self-supporting part of American business life."

The programming offers "exciting contrasts," restful mood numbers and familiar selections. Programming is emotional rather than academic. The bulk of numbers in the evening are traditional, melodious and familiar. Modern selections have a place, too, but they aren't too unusual for the average lover of fine music.

KCMO-FM finds 23.6% of metropolitan Kansas City homes have fm sets and use them. Monthly program schedules are printed but the station can't get *Star* listing.

High-Fidelity Center is getting "excellent results," according to Robert A. Nelson, sercetary-treasurer. J. C. Nichols Co. likes fm, with R. E. Whitmer, advertising-public relations director, saying, "Fm broadcasting has a definite spot in any type of advertising which bespeaks quality."

SOME FM HIGHPOINTS

One of the successful fm networking ventures is Rural Radio Network, in New York State, operated by Northeast Radio Corp., Ithaca. The network consists of five basic fm stations, owned and operated by RRN; five affiliated fm stations and 18 am affiliates. Fm outlets at Waterstown and Massena have left the network. WWNY-FM had high labor costs and was unable to use remote control operation, according to RRN. WMSA-FM Massena is still on the air but the RRN air fm relay can't reach the station.

RRN carries 1½ hours a day of farm information. Hourly five-minute newscasts originate at WQXR-AM-FM New York. Fifty-five minutes of each hour consist of background music, uninterrupted by commercials. This music is used in Central New York for Storecasting.

H. S. Brown, RRN network manager, said installation of multiplex transmitters as equipment becomes available will bring a shift of background music to a subcarrier, but the group is not going to serve as a franchiser. RRN weather and road roundups are fed to 21 am stations. "Because we have this availability we are able to sell our fm time," Mr. Brown said.

In Cleveland WGAR-FM programs separately 7:45-11 p.m., according to Vice President Carl E. George. Henry Pildner, music director, is featured. The music starts out in a light classical vein, shifting to serious numbers at 8:30. Among sponsors have been a decorator, department store, auto dealer, record shops and hi-fi dealers. Currently WGAR-FM is sustaining.

"We have faith in the program and intend to continue on a sustaining basis," Mr. George said. "We feel that radio, to expand its services, must reach audiences with special interests. We feel fm can provide these special services, with am directed to a broader appeal. Fm provides a way radio can add to its revenue when am rates reach a competitive maximum. We do not feel fm should reach captive audiences such as drug or food stores. The services should be available to anyone within reach of the signal."

WDOK-FM, another of the six Cleveland stations, started separate programming last June, featuring only good music—not necessarily classical but not fleeting pop stuff. No jingles are allowed and commercials are limited to 45 seconds after 15 to 20 minutes of programming. Pre-cut tapes are used. Ampex and Seeberg equipment handle even commercials and station breaks automatically. Frederick Wolf, president, says the response from listeners is "marvelous" but advertising is hard to sell. Weekly stereophonic broadcasts are featured.

KWPC-FM Muscatine, Iowa, has built fm circulation steadily since 1948, carrying

Academy winners since 1934:

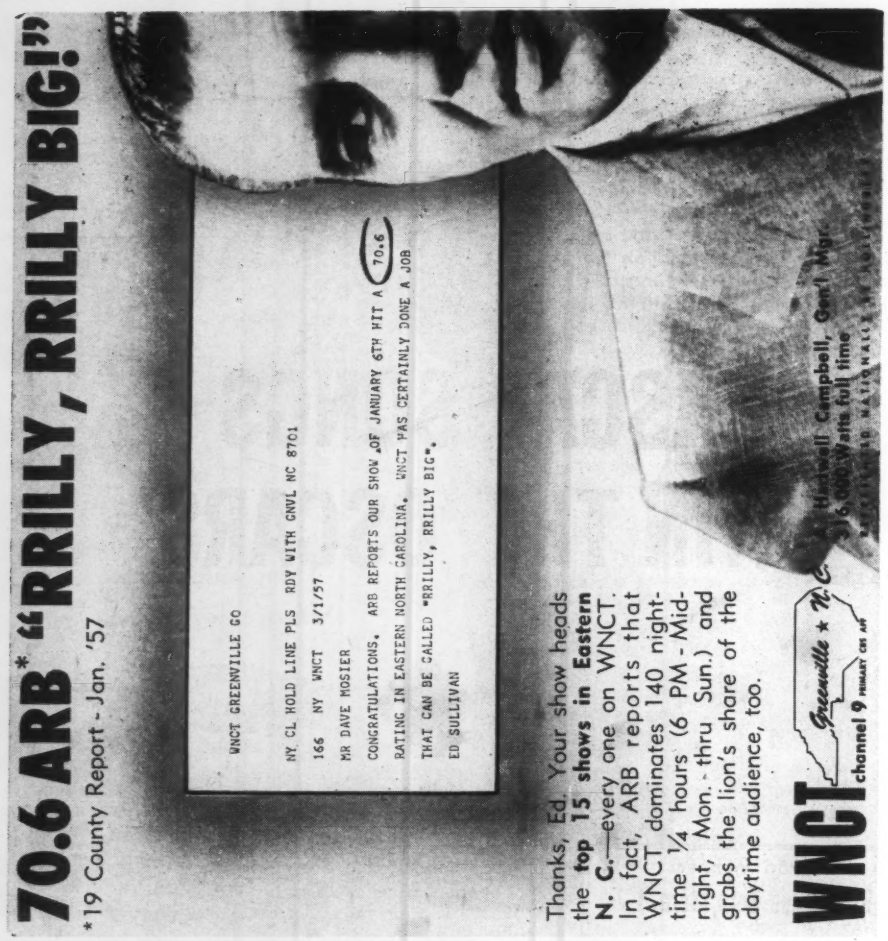
1934 — "The Continental" — Con Conrad, Herbert Magidson
1935 — "Lullaby of Broadway" — Harry Warren, Al Dubin
1936 — "The Way You Look Tonight" — Jerome Kern, Dorothy Fields
1937 — "Sweet Leilani" — Harry Owens
1938 — "Thanks for the Memory" — Ralph Ranger, Leo Robin
1939 — "Over the Rainbow" — E. Y. Harburg, Harold Arlen
1940 — "When You Wish Upon A Star" — Ned Washington, Leigh Harline
1941 — "The Last Time I Saw Paris" — Jerome Kern, Oscar Hammerstein 2nd
1942 — "White Christmas" — Irving Berlin
1943 — "You'll Never Know" — Harry Warren, Mack Gordon
1944 — "Swinging On A Star" — James Van Heusen, Johnny Burke
1945 — "It Might As Well Be Spring" — Rodgers and Hammerstein
1946 — "On the Atchison, Topeka and Santa Fe" — H. Warren, J. Mercer
1947 — "Zip-A-Dee-Doo-Dah" — Allie Wrubel, Ray Gilbert
1948 — "Buttons and Bows" — Jay Livingston, Ray Evans
1949 — "Baby, It's Cold Outside" — Frank Loesser
1950 — "Mona Lisa" — Ray Evans, Jay Livingston
1951 — "In the Cool Cool Cool of the Evening" — H. Carmichael, J. Mercer
1952 — "Do Not Forsake Me, Oh My Darlin' "— Dimitri Tiomkin, Ned Washington
1953 — "Secret Love" — Sammy Fain, Paul Webster
1954 — "Three Coins in the Fountain"— Sammy Cahn, Jule Styne
1955 — "Love is a Many Splendored Thing" — Paul Francis Webster Sammy Fain

ASCAP SONGS WIN THE 'OSCARS'

© A.M.P.A.S.

ASCAP congratulates the 1956 Winners
"WHATEVER WILL BE, WILL BE" ("Que Sera, Sera")
w: RAY EVANS - m: JAY LIVINGSTON
PUBLISHED BY ARTISTS MUSIC, INC.

Year after year, ever since Oscars have been instituted, songs of ASCAP members have been acclaimed as the outstanding tunes used in motion pictures and have won Academy Awards


70.6 ARB* "RRILLY, RRILLY BIG!"
*19 County Report - Jan. '57
WNCT GREENVILLE GO
NY CL HOLD LINE PLS RDY WITH GNVL NC 8701
166 NY WNCT 3/1/57
MR DAVE MOSIER
CONGRATULATIONS. ARB REPORTS OUR SHOW OF JANUARY 6TH HIT A 70.6 RATING IN EASTERN NORTH CAROLINA. WNCT WAS CERTAINLY DONE A JOB THAT CAN BE CALLED "RRILLY, RRILLY BIG".
ED SULLIVAN
Thanks, Ed. Your show heads the top 15 shows in Eastern N. C.—every one on WNCT. In fact, ARB reports that WNCT dominates 140 night-time ¼ hours (6 PM - Mid-night, Mon. thru Sun.) and grabs the lion's share of the daytime audience, too.
WNCT Greenville
channel 9

SYMBOL OF TELEVISION SERVICE IN BALTIMORE

MARYLAND

316,000 WATTS

Represented Nationally by
HARRINGTON, RIGHTER & PARSONS, INC.
New York, Chicago, San Francisco

WAAM-13

heavy sports coverage. Much of the sports programming is fm-only. The St. Louis Cardinal series has been carried on fm weekdays, and am-fm weekends. Muscatine city council proceedings are fm-only. Fm set sales continue strong, according to George J. Volger, KWPC-AM-FM manager, and about three of five homes are said to have fm sets.

Irving C. Jackson, general manager of KTGM (FM) Denver, said music programming is growing in popularity in this three-station fm area. With William C. Kirk, KTGM owner, he gathers good music programming from the international services of foreign radio systems. Barton Wimble, composer of Flint, Mich., provides a specially taped series titled *The Composer Conducts.*

General Broadcasting Corp. operates Concert Network. Stations include WTMH Providence, R. I.; WFMQ (FM) Hartford, Conn.; the new WGHF (FM) Brookfield, Conn., and WFMX (FM) New York. Fm relaying connects the stations. A multiplex channel is planned in New York. While the network rate card lists only these cities, WXHR (FM) is the current Boston affiliate.

T. Mitchell Hastings Jr., General's president, said fm "is only beginning to see the light of day." He contends the electronic industry should solve serious technical problems, developing a mobile receiver, for example. He adds that broadcasters should use vertical as well as horizontal polorization to minimize flutter in mobile reception and to increase power.

The young Western Fm Network is headed by Stephen A. Cisler, KEAR (FM) San Francisco, president; Elwood Lippincott, KISW (FM) Seattle, vice president; S. M. Goard, KPFM (FM) Portland, Ore., secretary. Everett E. Cobb, owner of KNEV (FM) Reno, Nev., is active in the project, which includes such outlets as KCBH (FM) Los Angeles and KEKE Phoenix in its pending Canada-to-Mexico service area.

KPRC-FM Houston duplicates to 5 p.m. and shifts to a two-hour fm-only dinner music program. From 7-11 p.m. a complete opera is given along with diversified music. Six sponsors buy about 7½ hours weekly of fm time.

WSLS-FM Roanoke, Va., has begun separate music programming 3-11 p.m., playing concert music of all types. The seven-day-a-week service may be extended. Music is uninterrupted for 55 minutes of each hour.

WTRX-FM Bellaire, Ohio, is making money, according to Walter Patterson, president. Sports programs are carried on fm at night when the am outlet is silent. At times the WTRX and WTRX-FM have carried football games back-to-back. Two-thirds of radio homes in the Wheeling area have fm, Mr. Patterson said. About 30 sponsors buy fm time.

These are some of the operating entities in the 1957 fm broadcasting industry. There are others, many others, around the nation.

Service now available in 12 major cities

NEW YORK	DALLAS
BOSTON	FORT WORTH
WASHINGTON	PHOENIX
CHICAGO	TUCSON
DETROIT	LOS ANGELES
CINCINNATI	SAN FRANCISCO

Exceptionally comfortable *reserved* accommodations . . . America's fastest airliner . . . a congenial lounge . . . superb cuisine . . . thoughtful personal service—you fly deluxe aboard the DC-7 Mercury, all at no extra fare! ***For reservations, see your travel agent or call American direct!***

Mercury
AMERICAN AIRLINES

LUXURY LEADER IN THE WORLD OF FLIGHT

AMERICAN AIRLINES

America's Leading Airline

'WAY OUT IN FRONT!

ONLY WSAZ-TV COVERS THE HUNTINGTON-CHARLESTON MARKET

NIELSEN: NCS #2 1956

% PENETRATION OF COUNTIES IN COVERAGE

WSAZ-TV		STA. B	STA. C
100% COVERAGE COUNTIES	21	1	1
MORE THAN 75% COVERAGE COUNTIES	45	21	5
MORE THAN 50% COVERAGE COUNTIES	56	30	15
TOTAL COUNTIES COVERAGE	69	50	22

ARB: 8 out of TOP 12*
*February 1957

WSAZ-TV
CHANNEL 3
HUNTINGTON-CHARLESTON, W. VA.
N.B.C. NETWORK
Affiliated with Radio Stations
WSAZ, Huntington & WKAZ, Charleston
LAWRENCE H. ROGERS, PRESIDENT
Represented by The Katz Agency

IN THE BLACK IN UHF

- **It's not easy to get that way, but it can be done**
- **Take it from WWLP (TV), a station which did it**

JUST OVER four years ago, on March 17, 1953, WWLP (TV) Springfield, Mass., defied the doom-callers of uhf and ventured into operation in the upper reaches of the band which many regarded as the graveyard of television.

A few weeks ago, just short of its fourth anniversary, WWLP received from its auditors a profit-and-loss statement showing that in 1956 the station—which started on ch. 61 and is now on ch. 22—recorded a net profit of $133,444.40 (see accompanying tables).

This was not the first profitable year, either. On a book basis—although not on a cash basis—WWLP has operated steadily in the black for more than two years.

How did WWLP accomplish this feat?

First, the bare statement that WWLP's books have been running in the black for more than two years is, in itself, deceptive. Bill Putnam, general manager and part owner, points out, for instance, that WWLP has "run out of money" twice during its four years on the air.

The licensee company, Springfield Television & Broadcasting Corp., was capitalized originally at about $400,000. Approximately $240,000 was spent on building and equipment, and operations during the early months ate into the rest. After a year it was necessary to go to the banks for a $70,000 loan. To make the banks feel better, banks being sensitive about such things, the original investors increased their own original antes by 40%, and the banks hiked their loans again. About a year-and-a-half ago the money supply got tight once more and the owners put in—for what Mr. Putnam and his associates sincerely hope is the last time—an additional 10% of their initial investments.

Events since then indicate they have some grounds for thinking they have anted up for the last time. During the past year the company paid a 5% stock dividend and a 10-cent cash dividend, meanwhile repaying some $40,000 of its bank obligations. Thanks to the dividends and the $133,444 operating profit for the year, the overall deficit was brought down from $275,979 as of Dec. 31, 1955, to $167,931 at the end of 1956.

So, to answer the question of how to get ahead, Mr. Putnam gives as a fundamental rule: "Have enough money."

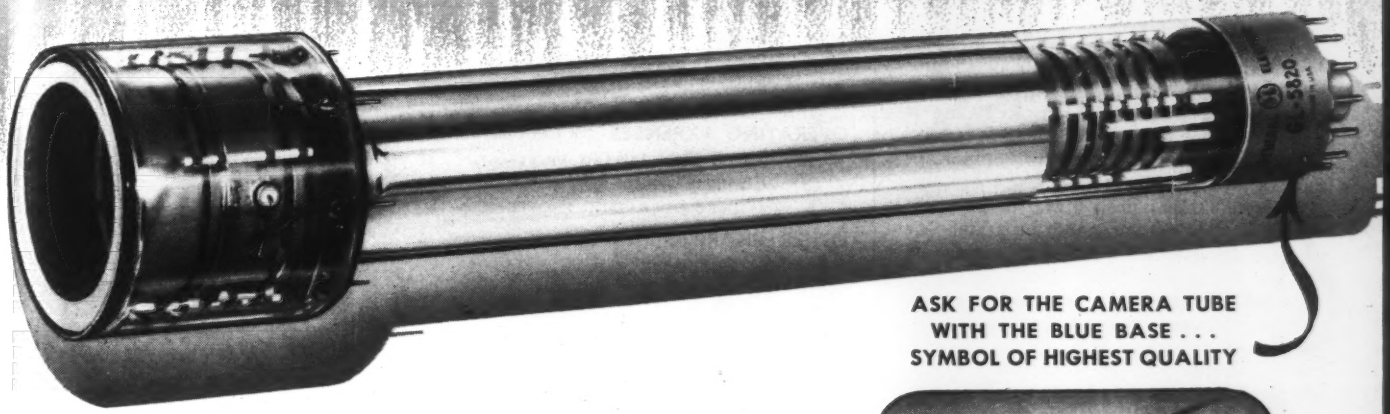
Seriously, he adds: "Too many people have gone into television with too little money or just enough to get by at first. They didn't have enough to see them through the rough months. In that situation, with no place to turn for funds, they had no choice but to go under—when otherwise they might have been able to weather the lean period."

As an example of the problems a station may face, financially, Mr. Putnam points out that in its second month on the air WWLP racked up close to $30,000 in billings—a high-water mark not reached again until October 1954. In the latter month WWLP edged past the $30,000 level and was momentarily in the black for the first time. But then it fell back again, and did not reach the black consistently—on a cash basis—until September 1956. Nowadays "it's a sad month when we don't hit $80,000 in billing,"

OPERATING EXPENSES—1956

TECHNICAL	
SALARIES AND WAGES	$ 73,424.80
MAINTENANCE AND SUPPLIES	30,497.27
DEPRECIATION	52,941.90
POWER	12,903.36
RENTALS	16,753.47
MISCELLANEOUS	7,919.20
TOTAL	**194,440.00**
PROGRAM	
SALARIES AND WAGES	61,215.71
TALENT-SALARIES	48,222.89
FILM	61,722.49
DEPRECIATION	4,980.33
OUTSIDE TALENT	12,845.67
NEWS SERVICE	12,165.51
MUSIC LICENSE	19,329.03
MISCELLANEOUS	15,921.67
TOTAL	**236,403.30**
SALES	
SALARIES AND WAGIES	67,912.36
COMMISSIONS	52,890.19
ADVERTISING	22,201.25
TRAVEL	4,774.49
MISCELLANEOUS	4,977.00
TOTAL	**152,755.29**
GENERAL—ADMIN.	
OFFICERS' SALARIES	37,806.52
OFFICE SALARIES	8,846.75
SOCIAL SECURITY TAXES	9,123.28
LOCAL TAXES	6,575.20
MASSACHUSETTS CORPORATION EXCISE	9,600.00
REPAIRS AND MAINTENANCE	5,094.88
PROFESSIONAL SERVICES	8,341.22
EMPLOYES' PROFIT SHARING	6.451.40
TELEPHONE	7,346.47
MOTOR VEHICLE EXPENSE	3.177.14
POSTAGE	6,228.91
TRAVEL	4,625.84
INSURANCE	5,400.01
DEPRECIATION	3,371.87
DUES AND SUBSCRIPTIONS	2,368.26
MISCELLANEOUS	7,662.24
TOTAL	132,019.99
TOTAL OPERATING EXPENSES	**$715,618.58**

THREE MAJOR GENERAL ELECTRIC CAMERA-TUBE ADVANCES PUSH PICTURE QUALITY TO NEW HIGH!



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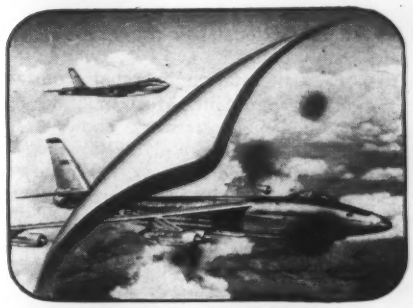
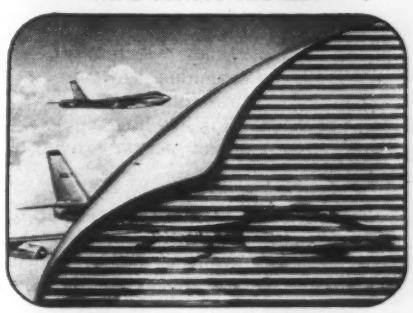
MICROPHONIC BAR EFFECTS ELIMINATED. Special high tension target glass does away with tube microphonics that cause bar effects. You telecast a clean, streak-free picture that is easy on the eyes.

Only General Electric Broadcast-Designed image orthicons give you all these benefits. Use them for topnotch picture quality that will create viewer loyalty and increase your TV audience! For immediate delivery, dial your G-E tube distributor! *General Electric Company, Electronic Components Division, Schenectady 5, New York.*



REMOVE BLEMISHES!

WIPE AWAY MOIRÉ!



ELIMINATE BAR EFFECTS!

Progress Is Our Most Important Product

GENERAL ELECTRIC

161-102

but during WWLP's first summer, billings dropped as low as $12,000 a month (August 1953).

In the early months WWLP management figured they had to have $28,000 a month in cash business to break even. With expansions in programming time, personnel, and studio and office space since then, the break-even figure now is nearer $60,000 a month.

As a corollary to "have enough money," Mr. Putnam offers another rule of thumb: "Be lucky." But this is said partly—although certainly not wholly—in jest. Reducing it to an area over which a broadcaster can exert some control, he feels the important thing is programming.

"Where uhf has been hurt," he says, "is where it didn't have good programs—or where it did have good programs but the 'v' had just as good or better ones."

So WWLP started out to build its case on programming, especially local programming.

"We always wanted WWLP to be a dominant influence in the community," Mr. Putnam points out. "Basically we wanted to do the best job of local live programming that we possibly could."

At the outset the station operated from 5 p.m. to about midnight. Most of those hours were filled with network shows—WWLP is affiliated with both NBC and ABC—but a total of one hour was set aside for local shows and this was shortly expanded to two, Mr. Putnam recalls.

A few months ago, he adds, the local total was up to five hours a day (out of a schedule that now starts at 7 a.m. and runs to 1 a.m.), and currently the station is averaging three to four hours a day in local programs.

One of WWLP's most successful features from the beginning, Mr. Putnam reports, has been "Western Massachusetts Highlights," a quarter-hour strip that features "whatever is going on in the area," from a bridge club affair to a visit to an old-time cheese-maker. The program has been sponsored since its inception by Western Massachusetts Electric Co., one of the eight local advertisers WWLP had on its books when it took to the air.

Staple in Weather

Four 5-minute weather shows a day constitute another popular staple which WWLP has offered from the beginning. The four-a-day schedule is so rigorous that John Quill, a professional meteorologist who conducts the programs, is provided parttime living quarters at the station.

More recent additions that are pulling man-sized audiences, according to Mr. Putnam, are a woman's show in the afternoon conducted by Kitty Broman, and an announcer, Frank Knight, who apparently has a singular talent for attracting audiences "by infuriating people."

The infuriation stems from Mr. Knight's slowness of speech. "He talks so slowly that we write 40 seconds of copy for a one-minute commercial whenever Frank's going to read it," Mr. Putnam says proudly. "He's a corker—advertisers who are not on John Quill want to get on Frank Knight."

In addition to this and other studio pro-

WWLP (TV)'s PROFIT AND LOSS

1956

INCOME:		
NATIONAL		$344,547.76
LOCAL		291,434.43
REGIONAL		48,249.97
NETWORK—NBC		134,451.10
NETWORK—ABC		26,181.22
OTHER		78,136.62
TOTAL		923,001.10
LESS AGENCIES' COMMISSIONS		73,755.09
NET INCOME		**849,246.01**
OPERATING EXPENSES (SCHEDULE 1):		
TECHNICAL, $194,440.00; PROGRAM, $236,403.30; SALES, $152,-755.29; GENERAL AND ADMINISTRATIVE, $132,019.99		715,618.58
NET OPERATING PROFIT		**133,627.43**
OTHER CHARGES (NET):		
INTEREST EXPENSE	6,161.52	
LOSS ON SALE OF FIXED ASSETS	507.74	
	6,669.26	
LESS MISCELLANEOUS INCOME	6,486.23	183.03
NET PROFIT		**$133,444.40**

1955

INCOME:		
NATIONAL		$197,213.01
LOCAL		195,589.46
REGIONAL		21,071.23
NETWORK—NBC		87,724.41
NETWORK—ABC		25,677.91
OTHER		32,396.35
TOTAL		559,672.37
LESS AGENCIES' COMMISSIONS		46,547.77
NET INCOME		**513,124.60**
OPERATING EXPENSES (SCHEDULE 1):		
TECHNICAL, $163,109.25; PROGRAM, $161,774.60; SALES, $90,-223.65; GENERAL AND ADMINISTRATIVE, $75,083.57		490,191.07
NET OPERATING PROFIT		**22,933.53**
OTHER CHARGES (NET):		
INTEREST EXPENSE	9,190.72	
LOSS ON SALE OF FIXED ASSETS	333.33	
	9,524.05	
LESS MISCELLANEOUS INCOME	2,896.51	
OTHER CHARGES (NET)		6,627.54
NET PROFIT		**16,305.99**

Note—Included in technical expenses, $10,389.81 for scrapping of antenna.

1954

INCOME:		Income
NATIONAL		$127,392.49
LOCAL		174,735.74
REGIONAL		39,649.08
		341,777.31
NETWORK:		
NBC		72,098.57
ABC		15,944.09
		429,819.97
LESS AGENCIES' COMMISSIONS		40,026.91
NET INCOME		**389,793.06**
OPERATING EXPENSES (SCHEDULE 1):		
TECHNICAL, $131,663.29; PROGRAM, $170,718.33; SALES, $85,-292.79; GENERAL AND ADMINISTRATIVE, $82,422.97		470,097.38
NET OPERATING LOSS		**80,304.32**
OTHER CHARGES (NET):		
INTEREST EXPENSE	11,268.79	
AMORTIZATION OF CONTRACT RIGHTS	11,000.00	
	22,268.79	
LESS PURCHASE DISCOUNTS	690.91	21,577.88
NET LOSS		**$101,882.20**

FIT FOR A KING . . . But *Your* Caravans Do A Better Job!

Camel caravans still operate in certain parts of the globe (and for some pretty important consumers), but if *you* had to depend on this form of transportation, you'd have to give up most of the luxuries and some of the necessities you now take for granted . . . The high standard of living we enjoy in this country has resulted largely from our development of mass production methods in manufacturing and distribution. And these big-volume methods have been made possible by motor transport . . . The motor truck, with its speed and flexibility, has literally become a part of the assembly line — delivering raw materials and parts at one end and moving out finished products from the other. Because of trucks, plants and mills can be located anywhere there are roads — people can live and shop wherever they please . . . Your caravans — the 10 million trucks which serve America — haul more than 3 times the tons moved by all the other transport systems combined! And because of them your life is richer.

AMERICAN TRUCKING INDUSTRY

American Trucking Associations, Inc., Washington 6, D. C.

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RETMA
6⅛" COAXIAL
50 OHM LINE

HIGH POWER • LOW LOSS
CONSTANT IMPEDANCE
For Military and Commercial Services

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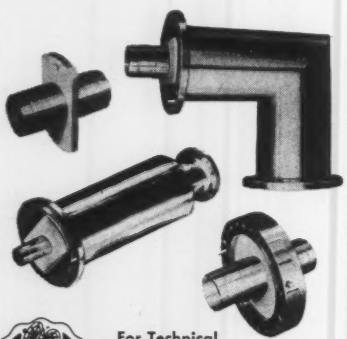
- Complete line of associated components and connectors also available

Prodelin 50 ohm lines in all sizes are currently in world-wide use for the most critical military and commercial services and *have been performance-proven* under the severest operating conditions for more than ten years.



For Technical Bulletin WRITE:

Prodelin Inc

Dept. ME 307 Bergen Ave., Kearny, N. J.

Manufacturers of the World's Finest Microwave and Television Antennas, Wave Guides and Coaxial Transmission Lines

PAYING ITS OWN WAY

BILL PUTNAM, general manager of WWLP (TV), figures one of his most profitable physical investments has been the station's remote unit.

The two-camera remote gear not only has taken WWLP program origination outside the studios (for an entire week, in one instance), but has paid its way in the process. For in addition to using it for an average of 10 hours a week locally, WWLP also leases the equipment frequently to other stations.

MR. PUTNAM

An accounting some months back showed that in six months alone—the first six months of 1956—the mobile unit accounted for $29,863,50 of WWLP's income. While this figure represented only a little better than 7% of the station's net income for that six-month period, it took on considerably more importance when viewed in relation to net profit: Without it, the station's $82,652 net profit for that half-year would have been reduced by more than one-third.

The equipment cost $40,847. Thus in six months it went almost three-fourths of the way toward paying for itself.

Among those who have leased the gear, according to Mr. Putnam, are WGTH-TV Hartford (now WHCT) for coverage of the Insurance City Golf Tournament there for the past two years; WHEC-TV and WVET-TV Rochester on several occasions, and WKNB-TV New Britain (now WNBC) for an all-night telethon. The equipment also has been used several times to originate parts of NBC-TV programs, including two *Wide Wide World, Today, Tonight,* and *Home.* For one *WWW,* WWLP handled a nine-camera pick-up from Massena, 350 miles away, after borrowing seven cameras from other stations to go with its own remote unit's two.

Mr. Putnam has set rates for use of the remote gear. If leased on a weekly basis, the cost is $750 for the first week, $500 for the second. For shorter periods the rate is $250 a day, or $20 per broadcast hour plus 20 cents a mile, engineers' fees and all expenses. If the lessee needs engineers as well as the remote unit, WWLP normally supplies five. It sends along a supervisor, regardless.

Although the equipment's "outside" earning power has been considerable, Mr. Putnam uses it basically for WWLP's own programming. Among other things he has covered fashion shows in Springfield department stores, and has done a 13-week sponsored series from the Bailey Wagner Store. He covered United Fund performances in Springfield (on a pool basis, also feeding to the competing WHYN-TV Springfield). The arrivals of dignitaries in that area, religious observances, flower shows, special programs at Westover Air Base, do-it-yourself shows and similar events have all come before the remote cameras.

The remote unit also has covered the Eastern States Exposition at Springfield for the past two years—and last fall Mr. Putnam moved virtually the entire WWLP staff to the fair grounds, set up a huge studio, and presented every one of WWLP's local live programs for a week from that point. When network programs were being broadcast, WWLP put on closed-circuit shows for visitors at the exposition, more than a million of whom thus got a chance to see at first hand how a television station operates.

gramming, meanwhile, WWLP is getting whopping mileage out of its two-camera remote unit (see separate story).

When WWLP went on the air, measurements by The Pulse Inc. showed that the WWLP area, then consisting of approximately 150,000 homes, had about 70% tv penetration—all vhf. (The nearest vhf station was and is ch. 8 WNHC-TV New Haven, Conn., some 75 miles away. The only other Springfield television station, ch. 55 WHYN-TV, did not commence operations until the month after WWLP took the air.)

Today's estimates put vhf saturation of the area at about 95%, and Mr. Putnam estimates approximately 91% of these sets are converted to receive uhf. He likes to add that about 8% of the vhf-uhf sets of the area cannot actually receive anything but uhf.

Nowadays, in addition to WWLP, WHYN-TV, and WNHC-TV, Springfield area set-owners can receive ch. 30 WNBC-TV New Britain, Conn., and ch. 18 WHCT (TV) Hartford, Conn.

In the process of getting on its financial feet, WWLP has done its share of trading time for other commodities, including cinder block and lumber for additions to its studio and office building but especially for cars.

The first car deal involved $3,900 worth of time in return for one automobile. But the dealer, Mr. Putnam points out, followed up by buying another $12,000 worth of

VOICE OF THE PEOPLE
RADIO WSRS
GREATER CLEVELAND'S
NUMBER 1 STATION
SRS "Radio-Active" MBS

NEW

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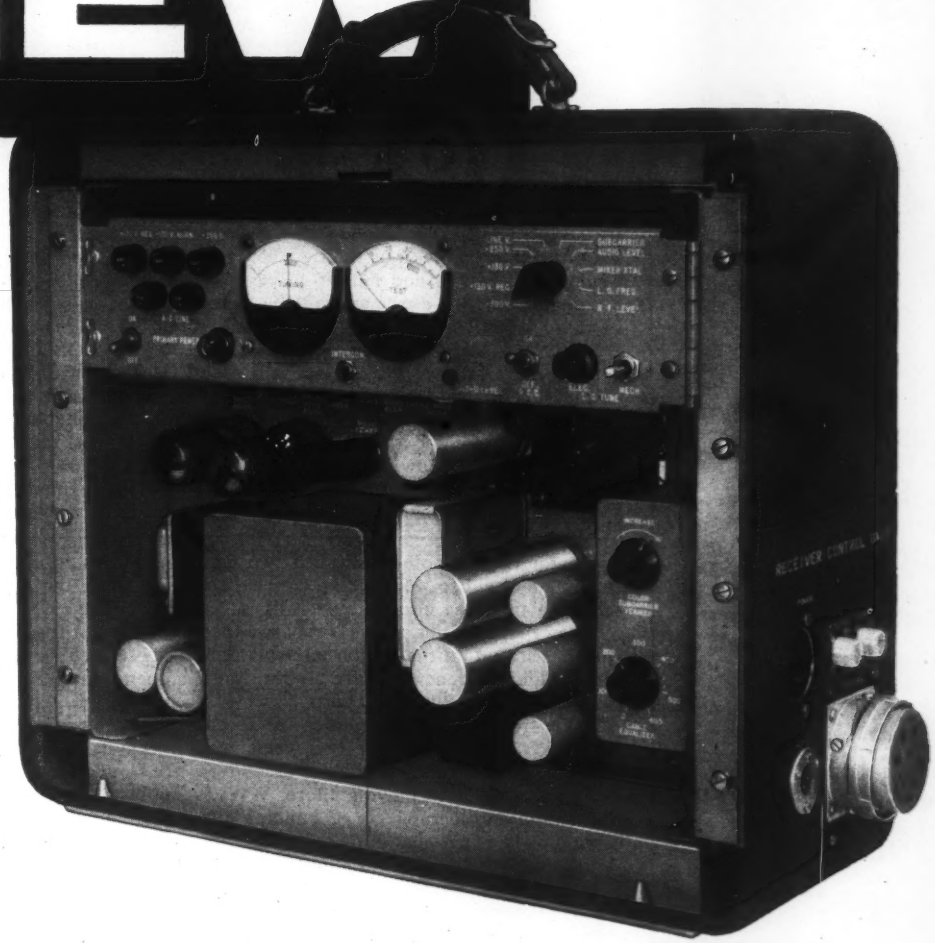

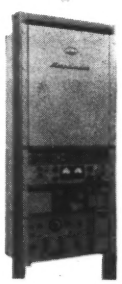

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- ±0.5° differential phase; 0.25 db differential gain.
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- Overall signal-to-hum ratio of 55 db.
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- Remote tuning controls and reference tuning cavities in both transmitter and receiver.
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- 5925-7425 mc utilizing wideband waveguide plumbing.

These are just a few of the significant advantages of the KTR-1000G.
For full information, please call or write Dept. 6120.

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RAYTHEON *Excellence in Electronics*

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Raytheon television microwave relays outsell all other makes.

OLD WIVES LEFT WITHOUT A LINE

OLD WIVES in the Washington, D. C., area going to have to find something new to talk about. The good women are being left in a conversational lurch by a new weekly feature of the daily *Donna Douglas Show* on WTOP-TV Washington. Called "Always a Woman," the Wednesday feature deals with intimate feminine topics, many of which seldom see the light of day, or the public air. Miss Douglas and medical authorities discuss their material candidly, thereby robbing old wives' tales of their status, making them factual and putting them under the category of every woman's information.

Ratings taken by three services, since "Always a Woman" began last fall, show that the women viewers are always interested in the Wednesday topics. Some of them presented so far are infertility, hysterectomies, how men can help women face emotional problems, alcoholism, teen-age dating, skin care, old age, premarital counseling, abortions, drug addiction and change of life. Medical doctors, specialists and Miss Douglas present the material in plain language for the viewer, defining any technical terms as they go.

Viewer appreciation of the frank treatment of often *verboten* subjects has been shown in other ways besides improved ratings. The station now has a large file of letters expressing gratitude for the medical discussions, stating "I'm learning a lot." "When one knows about things, then there is no fear . . ." or "The emphasis on fundamental facts is good, rather than smothering and covering up . . . " Truman Keesey, tv writer-producer of the D. C. Department of Public Health, who is coordinating the weekly features, also has a file of commendations representing the local medical society, physicians, radio-tv stations, and advertising agencies.

One segment of viewers has yet to be heard from: the old wives.

time—for cash. Another swapped two cars for time and did so well that he doubled his schedule, this time also on a cash basis.

"Every car dealer we've ever swapped with has stayed on the station after his time ran out and the renewals have all been on a cash basis," Mr. Putnam reports.

Aside from the switch from ch. 61 to ch. 22, which occurred about two years ago with friends and relatives joining executives and employes in the moving chore, WWLP has done a considerable bit of building and expanding its equipment during the past four years.

The current studio and office building bears no resemblance to the original structure, as a result of major additions which have converted the original establishment from a one-studio and office building to one with two studios (36x38 ft. and 17x22 ft.), additional offices, film room, new engineering quarters, expanded control room and new control room equipment, and a sizable amount of new storage space. In all, the square footage has grown from about 4,230 to about 8,500.

The payroll meanwhile has gone from 22 employes in March 1953 to 64 in March 1957. Of the 22 original employes, 17 are still there.

Four of the 64 now on the payroll are being trained for WWLP's forthcoming satellite operation, WRLP, on ch. 32 near Winchester, N. H., which is slated to start test pattern transmission the first of May and to begin carrying programs around June 1.

In addition to its satellite, WWLP has an application pending before FCC for a translator on ch. 79 at Claremont, N. H., which would pick up programming from the satellite.

WWLP has more than 50 stockholders, but control is held by three men: Mr. Putnam; his father, Roger L., who formerly served as mayor of Springfield for several terms and was director of the Economic Stabilization Board under President Truman in the late 1940s, and who is president of WWLP; and George Vadnais, prominent local builder. Others include a Scotchman, a Frenchman, an Italian, an Englishman, and a Canadian, all now U. S. citizens. Not forgetting the Irish, WWLP took pains to commence operations on a St. Patrick's Day.

REACH THE BIG 10TH

in Los Angeles 1/10 of the population is Spanish-Speaking

THESE 573,000 SPANISH SPEAKING ANGELENOS SPEND MORE THAN $1,300,000 PER DAY

ALL SURVEYS AGREE THEY LISTEN MOST TO KWKW

THE ONLY ROUND-THE-CLOCK SPANISH LANGUAGE STATION IN LOS ANGELES.

L.A.—RYan 1-6744

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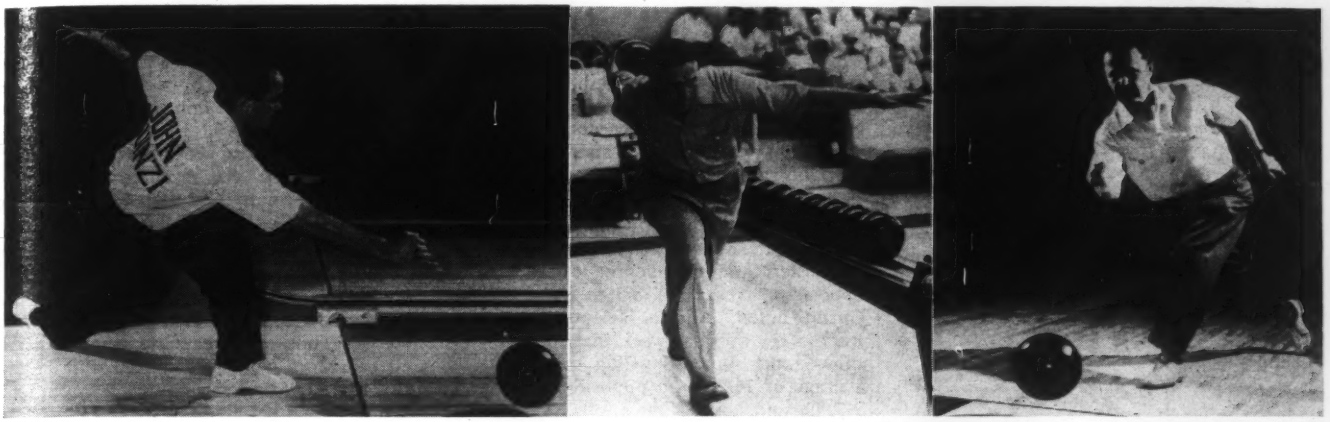

VIDEO BOWLING CHALKS UP A STRIKE

'Championship' series starts ball rolling for leading beer advertisers

FOR BREWERIES and television stations around the nation, live and filmed bowling is "right down their alley"—with increasing reports of these programs' use as a local station staple the year around.

The popular bowling shows are commanding ratings which frequently excel not only those of other sports programs (both live and filmed, network and local), but also of network fare generally.

In spite of newspaper columnist John Crosby's statement on this new stimulus to bowling's popularity ("a degree of bowling mania which verges on the psychopathic" in Chicago), television stations over the country and big breweries—front-running advertisers for the bowling programs—don't mind the criticism. It makes for keen competition and builds their tv audiences and product buyers.

In effect, bowling and television have joined forces for their mutual betterment and have ended former competition for nighttime leisure hours.

And bowling enthusiasts among American viewers—both fans and players—after their first experience with the original live *Championship Bowling* series show on WNBQ (TV) Chicago during the 1953-'54 season, have learned with bowling on tv that they can "have their cake and eat it, too."

Today, the filmed version of the *Championship Bowling* series, featuring the nation's top artists, is the unmistakable foster parent of about eight other bowling shows presented on Chicago's four television stations last year (some live, some film), and their success has inspired stations throughout the U. S. to launch their own tv bowling programs.

Distribution and sale of the *Championship* film series has been handled by the Walter Schwimmer Co. since mid-1954, and it is now syndicated and being used in over 175 markets. What started as primarily fall-winter fare now has become popular throughout the year. Approximately 90% of the 175 markets are expected to carry the series this summer.

Bernie Crost, sales manager of Walter Schwimmer Co., described the syndicated film feature as "tailor-made for a beer sponsor—neither kinescope nor a playback, but an original first-run film series."

Mr. Crost added: "Breweries find they have to sell men and women alike in the supermarkets and *Championship Bowling* is a family-audience type show." He said the series not only has competed favorably against opposition, but also has compiled "astonishing" ratings—from a 40.4 for Fort Wayne, Ind., to 22.4 for Cincinnati, in a particular instance—despite "fringe time" slotting or more elaborate network programs.

Just as bowling addicts have discovered bowling on tv, so too have the advertisers, especially the large breweries, which remain the primary advertiser group for the *Championship Bowling* show.

Presently its leading beer advertisers are Theodore Hamm Brewing Co., St. Paul, Minn. (24 markets); Carling Brewing Co., St. Louis (23 markets); Genesee Brewing Co. Inc., Rochester, N. Y. (eight markets); Pearl Brewing Co., San Antonio, Tex., and Adolph Coor's Co., Golden, Colo. (During the 1954-55 season, Griesedieck Brewing Co., St. Louis, sponsored the show in St. Louis, Springfield, Decatur and Quincy.)

Richard L. Forrest, vice president and account executive for Hamm's beer at Campbell-Mithun Inc., Minneapolis, reported the brewery was "highly gratified" with response and results in eight markets during the 1955-'56 season and has extended its sponsorship. Distributors-dealers feel increased sales of Hamm's is partly attributable to the bowling show in these markets. Mr. Forrest said that Hamm's, which ranked seventh in 1955 in national beer sales, selects its market on the basis of bowling popularity—number of alleys available and used, sale of bowling gear, increased number of leagues and other factors.

Hamm's is devoting the major part of its tv effort to bowling shows this winter, according to John Moran, the company's advertising manager, though he declined to give actual sales results from the series.

"Hamm's decision to sponsor *Championship Bowling* in a number of markets was made in an effort to capitalize on the growing popularity of bowling as a participant sport. Hamm's believes that sponsorship of bowling programs helps to tie in its promotion with bowling alleys and also reach bowlers who are beer consumers," Mr. Moran said.

From KFBB-TV Great Falls, Mont., comes the word that Hamm beer sales of a local distributor "literally skyrocketed" with the start of tv bowling there.

William E. Spahr, assistant station manager, has told Walter Schwimmer Co. that "several times" the distributor "had to call out his men at night or on Sunday to deliver extra loads of Hamm's beer."

"At first the bowling alley proprietors were unhappy because players were staying home to watch *Championship Bowling*, but then the alley proprietors installed several tv sets and the bowlers came back in droves. Since then, the alleys in Great Falls have been swamped," said Mr. Spahr.

The *Championship Bowling* series is one of the best sports shows ever sponsored by Carling Brewing Co. on tv, said Robert C. Garretson, vice president and advertising director of Carling's. He noted that his company, which has increased its markets for the show from eight in the 1955-'56 season to 23 in the current season, favors sports and that bowling is one activity that has "come off very well on tv." Carling allocates the largest bulk of its advertising money to tv, he said, adding that sales increased 14% in 1956.

"A phenomenal job" for Genesee Brewing Co. in three important markets—Rochester, Syracuse and Buffalo—describes the results of the *Championship Bowling* series for another brewery by David J. Curtin, radio-tv director of Rogers & Porter Adv. Agency, Rochester.

With eight markets in upper New York

No Matter How

You Measure It

WKRG-TV

is out in front in

MOBILE

PULSE Telepulse (Sept. '56) shows WKRG-TV leading in 275 quarter hours to 171 for Station "X". The night time lead is most one-sided, 117 to 48.

NIELSEN The 1956 Nielsen Coverage Service shows WKRG-TV leading in every department . . . covering 33 counties to 26 for Station "X", with 45,000 extra homes in Channel 5's Nielsen Coverage Service area.

A.R.B. A. R. B. (Nov. '56) shows Channel 5 pulling even further ahead, leading in morning, afternoon and night . . . and with 10 of top 15 shows in Mobile.

Channel 5 CBS

WKRG-TV

Reps:

Avery-Knodel

for the 1956-'57 season, Mr. Curtin cited the bowling series' success in Rochester, where a February 1956 rating averaged 28.8 for the hour it was televised. "This is phenomenal when you figure a 15 is considered good for 2 p.m. Saturday. Incidentally, the opposition programs rated an average of only 4.0," he said.

An ARB rating for last Feb. 11 ('56) gave *Championship Bowling* an average of 26.1 to an opposition average of 8.2 in Rochester, and an average of 18.1 to an opposition average of 8.3 in Syracuse, Mr. Curtin noted. And a Telepulse rating in Buffalo for the first week in February 1956 showed the filmed bowling series with an average of 16.3 to an opposition average of 9.3, he said.

A Telepulse report for Columbus, Ohio, last June 1-7 revealed the bowling show on WBNS-TV exceeded all opposition in the 11:30 p.m.-12 midnight Saturday slot, with 11.3 and 10.7 ratings for the two quarters against a high of 7.7. And in Indianapolis, an ARB report for Saturday, April 7 (2-3 p.m.) gave bowling a resounding 22.6, 22.2, 21.4 and 22.2 on WFBM-TV for the four quarter hours—far ahead of fare offered by the city's two other tv stations.

Championship Bowling racked up a high of 22.7 for a quarter hour on WAVE-TV Louisville, outdistancing programs on WHAS-TV same city. And WSAZ-TV Huntington, W. Va., claimed a top ARB rating of 23.9 on a Sunday afternoon last February. (Just 15 minutes before bowling came on the air, the station's rating was a low 4.9, noted J. H. Ferguson, program director.)

Two years ago, WSBT-TV South Bend garnered a 22 rating in competition with CBS-TV's Pabst Blue Ribbon fights, which drew Hooper ratings of 6.0 and 2.0 on the two other stations. The *Championship Bowling* show—and not the fights—was a "must" in area taverns and bars. In nearby Muncie, Ind., WLBC-TV reported a petition with 1,000 signatures in November 1954 asking that the bowling show not be discontinued.

Even when co-sponsors are involved, *Championship Bowling* seems to gain immediate acceptance, as exemplified by WKRC-TV Cincinnati. The station started the series in November 1954, under the joint sponsorship of the Bowling Alley Proprietors and a local Pontiac dealer, Andy Shain. Since the bowling show was launched, the station officials said, open lanes have been at a premium. A contest conducted by WKRC-TV pulled in between 12,000 and 15,000 entries per week, officials declared. And the dealer, who reported excellent results in a normally bad season, renewed the show from Oct. 2, 1955, to last Oct. 21, and purchased the new "C" series.

Vigorous support for *Championship Bowling* program also has come from bowling alley proprietors. In Minneapolis, open play on weekends and weekdays jumped 40 to 50%. More women began bowling in that city in 1955 because of interest engendered in the filmed series on WCCO-TV, according to Lincoln Lanes. Increased alley "traffic" has been heard from many markets.

In Mason City, Iowa, where two bowling proprietors with the only facilities in town banded together to sponsor *Championship Bowling* on KGLO-TV because of falling business, the two alleys went "from one extreme to the other overnight and leagues improved both in attendance and interest," noted R. E. Lee, co-proprietor with Dick Hughes of Lee's Bowling Lanes.

Local Show Started It All

The success story of the *Championship Bowling* series goes back to its original presentation over WNBQ (TV) Chicago in 1953 when Pete DeMet, a local automobile dealer (DeMet-Pontiac) reaped rich rewards for sponsoring a weekly one-hour program.

Over a 28-week period, the program drew good ratings—an average of 11.4, and ranging as high as 13.8, topping those of the three other tv stations combined—according to the American Research Bureau. From his initial success, he sold 1,553 new and 3,100 used cars, Mr. DeMet said.

With this running start, Mr. DeMet borrowed $300,000 and rented a studio, looking toward a projected syndication venture with Walter Schwimmer Co. (then Walter Schwimmer Productions) by converting the live series to film. Under the guidance of Mr. Schwimmer and Art Pickens, the firm's program director, the *Championship Bowling* series was syndicated.

The Schwimmer organization now has

Cincinnati's Most Powerful Independent Radio Station

50,000 watts of SALES POWER

WCKY

CINCINNATI, OHIO

THE L.B. Wilson STATION

WCKY CINCINNATI

On the Air everywhere 24 hours a day—seven days a week

completed 81 one-hour programs—the first two series comprising 26 shows and the most recent series ("C"), 29, over a period of three seasons. In the 1955-'56 season bowling was carried in over 140 cities (stretching from coast to coast), and the current season already have surpassed that total.

Response for the filmed *Championship Bowling* show on tv was meager at the outset, but by the end of its first run, the series had been sold in 100 cities, thanks partly to the interest shown by sports writers and tv columnists.

Formula for Success

What are the ingredients of the nation's most noted bowling show?

Mr. Pickens, Schwimmer program director, said the foremost one is the use of "top calibre, consistently high-scoring bowlers" culled from the nation's best, such as Steve Nagy, who rolled a perfect 300—a feat filmed for posterity at Chicago's Faetz-Niesen alleys in the spring of 1954.

In the series format, two bowlers compete each week in head-to-head elimination matches, the winner receiving $1,000 and remaining on the show for the next film sequence, and the loser getting $300, Mr. Pickens noted.

"Winners of the first, second and third games each receive $50, $75, and $100, respectively, and any bowler shooting a perfect game is given a $10,000 bonus each time (no matter how many) he achieves the feat.

Theoretically, *Championship* bowlers compete for over $40,000 during the entire series, plus added bonuses for perfect games—*i.e.*, when the winner's and loser's shares ($1,300) and individual game winnings are added together and the total multiplied by 26 weeks.

Though this largesse probably is the most pin money ever offered, the original bowling series has its Chicago competitors.

WBBM-TV Chicago claims to offer the biggest cash prize of any bowling show (local or network)—$25,000 for a perfect game on its *Tv Bowling Classic*, which is conducted in alleys specially constructed as part of the tv studios.

Now off the air, NBC-TV's *National Bowling Champions*, fed by WNBQ (TV) which also airs two other local live *Championship Bowling* shows each week (Tuesday, Saturday), a lucky player won as much as $1,899 on a single night and could have earned as high as $11,000 with a $10,000-perfect-game. The network show offered the winner $1 per pin for total match score and the loser a flat $300. Additionally, each kegler won $10 per pin for total points over 700 for the three-game set.

Among other bowling series recently carried on Chicago stations are WBKB (TV)'s *World Series of Bowling* and *Big League Bowling*, both which match players from big-name companies, and WBBM-TV's *Bowl the Professor*. Filmed *Championship Bowling* is a fixture on WGN-TV for Hamm's beer.

Whatever the format, bowling has been a source of more than "pin" money for the nation's top keglers.

STANDARD

INVITES YOU TO INVESTIGATE:

THE LAWRENCE WELK LIBRARY—a transcription package of 212 of Welk's latest and best . . . voice tracks . . . themes . . . program formats . . . leased for $4.45 per week.

SHORTY TUNES— monthly service of 20 top pops and standards by leading bands and combos . . . instrumental . . . $8.50 per month, outright purchase on month-to-month basis.

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STANDARD PROGRAM LIBRARY—PURCHASE as few as 50 disc partial, your choice, for only $325. Select from complete library of 559 discs . . . over 5000 musical selections plus approximately 400 jingles and commercial aids.

JINGLES AND COMMERCIAL AIDS— the greatest and most original collection of production aids and jingles in 25 local business categories . . . can be LEASED at only $2.85 per week . . . approximately 400 on 13 discs.

Let us fill you in on further details!

STANDARD RADIO TRANSCRIPTION SERVICES, INC.,
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We are interested in ☐ Lawrence Welk Library ☐ Shorty Tunes ☐ Sound Effects Library ☐ Standard Program Library-Purchase ☐ Jingles and Commercial Aids

Radio Station_____ City_____

By_____ Title_____
(Authorized signature)

See us at the **NARTB** Convention – **Room 539A**

FLEXIBILITY

There are all kinds, but in Los Angeles television the advertiser who takes the cake is the one who grabs the opportunities.

With KTTV, the flexible independent, the ability to move quickly is normal, even innate. That's why KTTV has time and again improved its advertisers' positions in television by swift, fortuitous moves of programs into opportune time periods.

That's why, also, KTTV is the first—and the last—place to check before you decide on TV in Los Angeles.

KTTV's flexibility is the perfect complement to the turbulence that is Los Angeles television.

In Los Angeles television, be a flexible buyer.

KTTV
Los Angeles Times-MGM Television
Represented nationally by BLAIR-TV

WOR-TV Launches 'X-13'

AS a means of showcasing live, experimental programs for possible sale to sponsors for network exposure of syndicated film series in the fall, WOR-TV New York Thursday will launch a new series *X-13* (9:30-10 p.m. EST). Each week the station will present a different program which in effect is a "pilot" for a projected series.

The 13 programs are being produced by Hart Burt Productions, New York, with the John Gibbs agency serving as agent. Under the arrangement with WOR-TV, which will pay all production costs for the shows except for talent, the film division of RKO Teleradio Pictures has first refusal rights on the various shows.

The projected program series encompasses various quiz and discussion shows, a travel program, a dramatic presentation and a show dealing with psychic phenomena.

KDAY Salutes Capitol Stars

CAPITOL RECORDS has completed an arrangement with KDAY Santa Monica, Calif., whereby during April the station will dedicate each weekday's programs exclusively to a Capitol recording artist whose records there will be featured on KDAY. The station will also play the artist's recorded voice in salutes to the station. The plan was developed by George Baron, general manager of KDAY, and Lee Gillette, artist and repertoire producer for Capitol.

Promise to Watch Commercials

DURING the recent N.C.A.A. basketball tournaments in Philadelphia and Kansas City, WTVD (TV) Durham, N. C., gave live coverage of the games to its viewers. The station reports it received many congratulatory messages but the most "unique" one was as follows: "Fifty U. of North Carolina, Wake Forest, State and Duke fans at our house appreciate your televising game. We will look at your commercial. (signed) Charles E. Ford and party." Station reports that this is the first time it has "telecast" U.N.C. games. Previously, games were "broadvised" (picture only) with radio stations needed for the play-by-play.

WBCM Bay City, Mich., is using this bus, which makes a different run daily, to promote its programs and personalities. Pictured with the bus are (l to r) Hal Shore, station's program director; Ted Balcer, Balcer Bros. Bus Line in that city; Leo Jylha, WBCM general manager, and Barney Balcer.

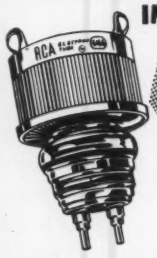
WFAA's Annual Farm Tour

WFAA Dallas has completed its annual Farm and Ranch Study Tour, featuring on the program a visit to Washington, D. C. The tours are "designed for Texans who are interested in combining the study of agriculture and ranching developments in other parts of the world with sightseeing." The station reports that they have become a means of "promoting goodwill and better relations everywhere." The past tours have included visits to Cuba, Canada, Bermuda, Mexico, Alaska and the Great Pacific Northwest.

Wanted: 'Work & Worry Victims'

DALE STARKEY, WGTO Haines City, Fla., disc jockey, is offering charter memberships in his Coronary Club "to anyone promising to live it up by taking it easy." He is inviting "all work and worry victims" to apply for membership in the club and is trying to enroll a charter member in each of the 48 states. The group is reportedly made up of "all sorts of overworked, overexerted, overpaid and underpaid persons from clerks to chairmen of the boards, assistant-assistants to VIPs."

BROADCAST TUBES *are always in stock at* **ALLIED**



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ALLIED is the world's largest supplier of power and special-purpose tubes for broadcast station use. Look to us for immediate, expert shipment from the world's largest stocks.

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WBEN-TV Promotes 'Whirlybirds'

TO promote the *Whirlybirds* series, which started on WBEN-TV Buffalo in February, Bell Aircraft Corp. officials gave a luncheon at the local country club. Educational civic and business leaders were guests of Bell President Leston Faneuf at the luncheon and were given rides in a Bell helicopter. In addition, the guests were shown the premiere film of the *Whirlybirds* series.

KWKW Launches Spanish Campaign

KWKW Pasadena, Calif., is using an all Spanish outdoor campaign to reach its "predominantly Latin audience in metropolitan Los Angeles." It is using an outdoor billboard which says, "With pride three generations of Spanish-speaking people listen to KWKW, their favorite station. Music . . . News . . . Sports . . . 1300 kc."

WCMR Celebrates Anniversary

IN celebration of its first anniversary, WCMR Elkhart, Ind., held a two-day open house. In addition, the station conducted an "I Like WCMR Because" contest and a contest to find the WCMR Radio Twins. The "twins" were a boy and girl who were born the closest to WCMR's sign-on time last year.

Series Tells Immigration Story

A NEW tv series describing the story of immigrants to the U. S. and their contributions to the country is being produced by New York U. in cooperation with WCBS-TV and will be shown on that station for 26 weeks, starting April 13 (Sat. 3-3:30 p.m. EST). Film recordings of the program, titled *Our Nation's Roots,* will be made available to the Educational Television and Radio Center, Ann Arbor, Mich., which partially finances the series, for distribution to educational tv stations throughout the country.

HOOP LOOP

THANKS to special arrangements made by WFMY-TV Greensboro and three sponsors, area fans of the U. of North Carolina basketball team saw their heroes perform halfway across the country last month at the Kansas City national championship games.

WFMY-TV carried the games on a special live hookup. In addition, Sports Editor Charlie Harville of WFMY-TV and cameraman Buddy Moore made the trip west to get the story on film for showing back home the following Monday night.

Sponsors were the Security National Bank of Greensboro, Guilford Dairy and Carolina Steel & Iron Co., all through Bradham Advertising Agency, Greensboro. This same lineup backed live WFMY-TV telecasts of the two Carolina games in Philadelphia leading up to the national playoffs.

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the most advanced and reliable

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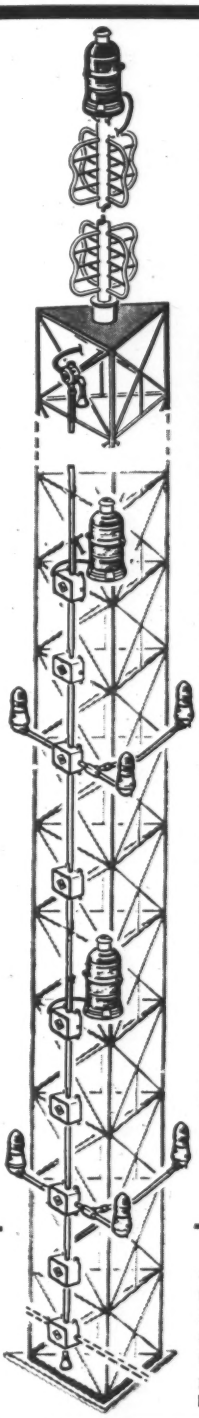
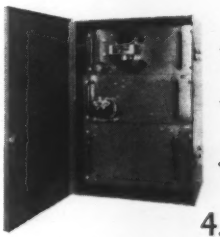
with

REMOTE LAMP FAILURE INDICATOR PANEL!



Hughey & Phillips, Inc., pioneers and specialists in the tower lighting field, is in a position to engineer and furnish—through your Equipment or Tower supplier—complete lighting kits which will economically and dependably meet any specialized customer requirements. Kits incorporating facilities for sleet melting circuits, emergency telephone and work circuit outlets can be provided.



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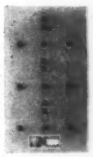

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STREET.....
CITY.....STATE.....

"I owe my success to advertising over
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Missoula, Montana"
C.B.S. 5,000 watts

ETRC Affiliates Up to 23 With Addition of WYES (TV)

WITH first telecasts by non-commercial education station WYES (TV) New Orleans on ch. 7 last week, the number of affiliates in the Education Television & Radio Center, Ann Arbor, Mich., rose to 23.

The announcement by George L. Hall, development director of the center, said five more stations in Utah, Minneapolis, Philadelphia, Milwaukee and Puerto Rico have affiliated in recent months but are not yet broadcasting. They all expect to go on the air in coming months.

WYES moved up its target date to take advantage of live educational programs presented by NBC and ETRC. The antenna, donated by commercial WDSU-TV New Orleans, is on the Hibernia Bank Bldg. and is tallest in New Orleans, according to ETRC.

NAEB, Educ. Radio-Tv Center Provide Radio Production Grants

A JOINT project to be underwritten by the National Assn. of Education Broadcasters and the Educational Television & Radio Center, providing grants of $300,000 for radio production during 1957-59, has been announced.

H. K. Newburn, president of the center, said it would offer $100,000 annually to accredited educational institutions for developing radio programs to be recorded for national distribution. Programs will be made available for broadcast by the 136 NAEB network stations. The project will be launched this year, with applications to be accepted by NAEB, 14 Gregory Hall, Urbana, Ill., before June 15.

The annual $100,000 grant is for all radio program development by the center, with a portion to be utilized for grants-in-aid.

Alabama's Tv Education Network Begins Science Program Series

ALABAMA's three educational tv stations will expand their schedule to 52½ hours per week to include a Monday-Friday science series to further develop a foundation of scientific training for in-school viewing, the state Educational Television Commission announced.

To be conducted by some of the state's leading instructors, the daily series will begin at 11:30 a.m. and will include basic chemistry (Mondays and Fridays); high school physics (Tuesdays); general science (Wednesdays), and basic mathematics (Thursdays), said Raymond D. Hurlbert, general manager of the Alabama Educational Tv Commission.

Chemistry instruction will be presented by the U. of Alabama's dean of the School of Chemistry, Dr. Robert D. Brown; the physics instruction will be telecast from Alabama Polytechnic Institute at Auburn, and Birmingham's schools will render the general science teaching. Noting the extreme shortage of science instructors in junior and senior high schools throughout the nation, a General Electric Corp. representative praised the state's Educational Television Commission for its work to increase scientific knowledge through tv in the state's schools.

Ralph Holtzwarth, GE official from New York, visited the three channel stations of the Alabama educational network, toured various other studios and made daily trips at staggered hours for in-school viewing of the television instruction.

Mr. Holtzwarth lauded the educational network because telecasting in the state can be received by a set in any school, and not just those sets exclusively connected to the telephone line as in a closed-circuit system. (Alabama is the first state in the nation to develop a statewide educational network now serving some 80% of its area).

Chicago Educational Tv Project Being Offered $185,000 Grant

A $185,000 grant is being offered by the Fund for the Advancement of Education to the Chicago Board of Education for financing a junior college experimental tv project through 1957-58, it was announced last fortnight.

The project involves a series of four televised courses launched last fall on WTTW (TV), non-commercial, educational station that city, and now in their second semester. The fund issued a grant for $165,000 to cover the first year's program.

Benjamin C. Willis, Chicago school superintendent, plans to ask the Board of Education for authorization to seek a third year grant of $125,000, plus $25,000 to underwrite an evaluation study of the project. Board approval of the present $185,000 offer and $125,000 grant would enable students to qualify for an associate of arts degree (two years of college) at the completion of three years of telecourses.

Educational Tv Has Sideline To Help Pay Operating Expense

A CHICAGO non-commercial, educational tv station has ventured into the television recording business and appointed a sales representative—as a means of helping its financial condition.

Dr. John W. Taylor, executive director of WTTW (TV), announced such a recording service would be made available to other

"Come on, be a sport—KRIZ Phoenix is broadcasting the Charleston."

area tv stations, agencies, film studios and allied organizations. Dick Lewis Films, also Chicago, has been appointed sales representative.

In announcing the service WTTW reported 16 mm sound film reproduction of tv programs is being made available at low cost to any client in the Chicago area. Claiming to be the only Chicago station offering such service, it further reported: "This new service of WTTW is already being used consistently by some of Chicago's leading advertising agencies and has proven to be a successful operation since its innovation." Proceeds are being used to "help to underwrite the operating deficit" of WTTW.

Facilities are available for recording programs, special events and commercials from Chicago's four commercial stations, as well as for closed circuit work.

City Grants WKNO-TV $95,000

MEMPHIS educational station WKNO-TV, facing the prospect of an early demise for lack of funds, has received the $95,000 it asked of the City Commission to enable it to go on. Community and station representatives had appeared at special hearings some weeks ago [B•T, March 11] to ask for funds WKNO-TV needed to continue its non-commercial programming.

EDUCATION SHORTS

U. of Miami, Radio-Tv-Film Dept., announces four short summer workshop courses. Basic tv workshop runs from June 17 through July 3; advanced tv workshop, July 5 through July 24; motion picture basic workshop, July 26 through Aug. 13, and advanced motion picture workshop, Aug. 14 through Aug. 31. Leaflet of details may be obtained from Dr. Sydney W. Head, chairman of Radio-TV-Film Dept., U. of Miami, Coral Gables, Fla.

EDUCATION PEOPLE

Edward Stasheff, associate professor of speech, U. of Michigan and former N. Y. tv director-writer, received one-year appointment to program staff of Educational Tv & Radio Center, Ann Arbor, Mich.

Mitzi Kornetz, public relations director-advisor to George K. Arthur, film producer and distributor, to Boston U. news bureau as radio-tv editor.

AWARDS

VAPBA Makes News Awards, Elects New Officer Slate

TOP number of first-place awards to Virginia metropolitan stations were given the news departments of WTAR-AM-TV Norfolk and WRVA Richmond at the Virginia AP Broadcasters Assn. meeting, held March 29 in Washington. Officers elected were Mrs. Mildred Alexander, WTAR, president; Leo Hoarty, WBOF Virginia Beach, vice president, and Jack Clements, WRVA, treasurer.

Non-metropolitan stations which took honors in the highest number of contest categories were WBOF Virginia Beach and WSVA Harrisonburg, taking three first-place awards apiece, also the score made by WTAR-AM-TV and WRVA.

Jack Clements of WRVA won the cup donated by WDBJ Roanoke, for best protection of the AP on news. Don Murray, of WDBJ-AM-TV Roanoke, took first place among metropolitan stations in state and local newscasting. WRAD Radford won top honors among non-metropolitan stations for farm news.

The complete list of award winners:

COMPREHENSIVE:

Metropolitan (Cities with two or more stations): 1, WTAR, Clayton Edwards; 2, WMVA Martinsville, Joe Merritt; 3, WRVA, Jack Clements.

Non-Metropolitan: 1, WBOF, Leo Hoarty; 2, WRAD, Tom Gannaway; 3, WEVA Emporia, Eddie Anderson.

LOCAL AND STATE NEWS:

Metropolitan: 1, WDBJ, Don Murray; 2, WSLS Roanoke, Joe Moffatt; 3, WTON Staunton, Jim Wooddell.

Non-Metropolitan: 1, WBOF, Lon Backman; 2, WRAD, Tom Gannaway; 3, WSVA, Wip Robinson III (Harrisonburg became a two-station city during the year, but WSVA's entries were judged in the non-metropolitan class).

COMMENTARY:

Metropolitan: 1, WRVA, Harry Monroe; 2, WDBJ, Dexter Mills; 3, WMVA, Joe Merritt.

Non-Metropolitan: 1, WSVA, Wip Robinson III; 2, WBBI Abingdon, Bob Kent; 3, WEVA, Eddie Anderson.

SPECIAL EVENTS:

Metropolitan: 1, WRVA, Jack Clements; 2, WNOR Norfolk, Bill Montgomery; 3, WVEC Hampton, Guy Sothern.

Non-Metropolitan: 1, WSVA, Wip Robinson III; 2, WPUV Pulaski, John Columbus; 3, WBOF, Lon Backman.

SPORTS:

Metropolitan: 1, WTAR, Blair Eubanks; 2, WRNL Richmond, Frank Messer; 3, WSLS, Ed Thomas.

Non-Metropolitan: 1, WBOF, Bob Gheza, Jack Garrison and Leo Hoarty; 2, WSVA, Conrad Phillips; 3, WBBI, Lindy M. Seamon.

WOMEN'S NEWS:

Metropolitan: 1, WTAR, Mildred Alexander;

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R. C. Crisler **Paul E. Wagner**

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President
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Chief Transmitter Engineer
ED PILEGARD
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STAINLESS TOWERS

ED. PILEGARD, Chief Transmitter Eng.
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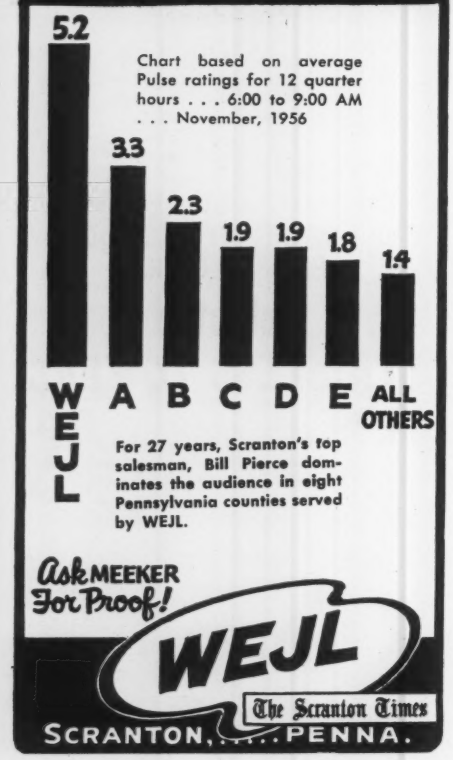


For 27 years, Scranton's top salesman, Bill Pierce dominates the audience in eight Pennsylvania counties served by WEJL.

Ask MEEKER For Proof!
WEJL
The Scranton Times
SCRANTON, PENNA.

ALL-AMERICAN VOICE
RADIO WSRS
GREATER CLEVELAND'S
NUMBER 1 STATION
SRS "Radio-Active" MBS

AWARDS

2, WCYB Bristol, Alice Friberg; 3, WTON, Jim Wooddell.
Non-Metropolitan: 1, WSVA, Virginia C. Lindamood; WEVA, Sally Whitlock; 3, WBBI, Maxime Hilton.

FARM NEWS:
Metropolitan: 1, WRVA, Alden Aaroe; 2, WCYB, Frank Raymond; 3, WTON, Jim Wooddell.
Non-Metropolitan: 1, WRAD, Bill Spahr; 2, WBOF, Lon Backman; 3, WMEV Marion, H. B. Eller.

Comr. Robert T. Bartley of the FCC spoke at the luncheon session of the all-day VAPD meeting [AT DEADLINE, April 1]. Ed Ryan, news director of WTOP-AM-FM-TV Washington, was speaker at the awards banquet.

Outgoing VAPB President Don Greene of WCYB noted that this year's contest, the seventh, drew a record 81 entries from 22 member stations. Judges, all of North Carolina, were: Chairman Jack Knell, WBT-WBTV (TV) Charlotte; James Reid, WPTF Raleigh; Fred Dickson, of WSOC Charlotte; William Melia, WMNC Asheville; Mrs. Harriett Pressley, WPTF; Larry Patrick, WAIR Winston-Salem; Dick Brown, WEWO Laurinburg; Ed Smith, WIRC Hickory; Cletis Peacock, WBBB Burlington; Howard McCurry, WEGO Concord; Mrs. Margaret Smith, WIRC, and Tom Slade, WFAI Fayetteville.

Threlfall Wins Photo Award

PAUL THRELFALL, photography director for KAKE-TV Wichita, Kan., received the annual Joseph A. Sprague Memorial Award established in 1949 as a tribute to the late director of Graflex Inc.—at the National Press Photographers Assn. convention last week in Washington, D. C. He was cited for his "dedication to the ideals and to the task of advancing the NPPA as a charter member, regional vice president, national president, as an untiring worker on many committees; and for his contributions toward the development and growth of television photo-journalism."

Chicago Ad Awards Plans Set

DEADLINE of April 26 has been set by the Chicago Federated Adv. Club for its 15th annual Advertising Awards Competition in radio, television and other classifications.

Judges will select the best advertising produced between April 1, 1956, and March 31, 1957, with winners to be announced at a banquet May 23. Advertisers, agencies, radio-tv producers and others within a 50-mile radius of Chicago are eligible to compete. Details are available from CFAC at 139 N. Clark St., Chicago.

AWARD SHORTS

RCA received annual Howard G. Ford Award from Phila. Sales Managers Assn. for "outstanding achievement in sales management, distribution, marketing and advertising, which resulted in all-time record sales volume in 1956 of $1,127,774,000." Citation pointed out "the dynamic manner in which RCA has increased the sales of color television."

NBC received award for "its noteworthy contribution" in tv through NBC Opera Co. from Sigma Alpha Iota, national music fraternity.

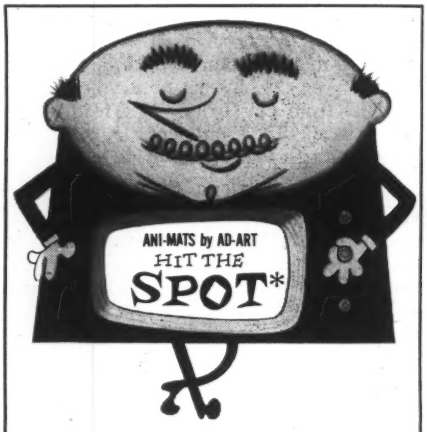
Charles H. Cash Jr., WTVD (TV) Durham, N. C., won "New Purina Dog Chow Fido Award" for tv stations for his "outstanding job of merchandising and cooperating with the introduction of Purina's new product." First prize for radio won by KMYR Denver.

Jack Morris, newsman, KTVX (TV) Muskogee-Tulsa, Okla., received citation from local VFW for his "generous contribution of time and facilities in the interest of war veterans, community and national welfare."

Walter Kellogg, staff photographer, WHEN-TV Syracuse, N. Y., received Gabriel Award from Catholic Daughters of America in recognition of his "candid documentary filming of principal diocesan events for television."

Ray DeCola, engineering director for Admiral Corp., Chicago, to be honored with Fellow Award by Institute of Radio Engineers at annual recognition dinner in that city on April 27.

WXIX (TV) Milwaukee cited in special award by American Heritage Foundation "in appreciation of outstanding public service in their national non-partisan Register-Inform Yourself-Vote Program of 1956."



* TV SPOT THAT IS!

AD–ART FILM PRODUCTIONS, INC.
2456 SO. STATE ST.,
SALT LAKE CITY, UTAH
PHONE: IN 6-8605 — IN 6-8891

U.S. SYSTEM FOR CANADA OPPOSED

CANADA'S system of a combination of publicly-owned and privately-owned radio and television broadcasting stations should be maintained, the report of the Royal Commission on Broadcasting [B•T, April 1] stated. This system would ensure Canada's national identity from the "tidal wave" of U. S. culture which would follow establishment of a purely privately-owned system as in the United States.

"The choice is between a Canadian state-controlled system with some flow of programs east and west across Canada, with some Canadian content and the development of a Canadian sense of identity at a substantial public cost, and a privately-owned system which the forces of economics will necessarily make predominantly dependent on imported American radio and television progams," the report stated.

The three-man commission, headed by R. M. Fowler of Montreal, also outlined in its report the need for a program of research, jointly by the Canadian Broadcasting Corp., the private stations and selected universities. Together these three groups, the commission suggests, should delve deeply into the effects of television and radio to provide real assistance to leadership in program production.

Present research deals mainly with audience rating measures, the report points out, thus measuring only the number of people exposed to a program. It does not show whether they are paying attention or being affected by the program.

"If the audience rating rules supreme, then broadcasters will allow programming to sink to the most boringly uniform and low level," the report states. "Each broadcast will become a tedious reflection of all other broadcasts."

The commissioners felt that it was up to the producer, not the audience, to develop imaginative programs.

In dealing with programming, the report stated that during a survey week in January 1956, of the six Toronto radio stations, five of them, including one owned by the CBC, were merely juke-boxes. "This organized apotheosis of the juke-box may be good business but it is hardly balanced programming," the commissioners said.

Regarding commercial programs, the commissioners urged the CBC to go after more commercial business, have advertisers pay the whole cost of production of television programs. They did not expect the CBC to be self-supported entirely from commercial programs.

There was nothing objectionable about commercial sponsorship of good programs. But a program survey carried out for the commission showed that the private, independent English-language stations provided, at the same time, the highest percentage of sponsored programs and "the poorest performance from the point of view of program balance."

The commissioners admitted that some advertising messages were almost works of art. "But others are tedious, distasteful and sometimes misleading. . . . Whether the stations are publicly or privately owned, the listeners and viewers have every right to expect that the broadcaster will never allow advertising to be tasteless or senseless or misleading, or even worse perhaps, never-ending."

The research which the commissioners feel should be done will "mean deep delving into the influence of broadcasting on human society, the measurement of the psychological impact of various types of spectacles on adult minds, on children, on the literate and the illiterate, indeed on the great variety of individuals of differing degrees of emotional and intellectual development that compose a nation."

Canadian Body Urges Second Tvs in Cities

SECOND television stations in major Canadian cities were urged by the Royal Commission on Broadcasting [B•T, April 1] in its report announced March 28. The report said the time had come for abandonment of the Canadian government's policy of only one station in one city, except in largely bilingual cities. (There are two stations in Montreal, Ottawa and Quebec, for English- and French-language programs.)

But before second station licenses are

WHBF
RADIO & TELEVISION
the station
of marketing success
in the Quad-Cities
CBS
REPRESENTED BY AVERY-KNODEL, INC.

KRMG
is tops in the Tulsa Area by ★ RATES...
★ RATINGS...
★ COVERAGE!

The January 1957 Pulse 26 County Area Study Proves KRMG to be your best Radio Buy in the Rich Tulsa Market...

Ask your Blair Man to show you...

50,000 WATTS ★ 740 KC
KRMG
Tulsa - Oklahoma ... The Great Independent of the Southwest!.....

WE ARE HERE!!
NARTB GATES NARTB
Main Exhibition Floor — Room 561 for "Auto-Station"

VISIT US IN
ROOMS 542-544A
NARTB SHOW
APRIL 7-11, 1957
CONRAD-HILTON
CHICAGO

NEMS • CLARKE, INC.
SILVER SPRING, MARYLAND
PRECISION ELECTRONICS SINCE 1909

When you are in Chicago stop by
360 N. Michigan Ave. for your
current issue of B•T or call
CEntral 6-4115
NARTB Convention Headquarters
Conrad Hilton Hotel, Suite 704A

granted, the commission pointed out that regulations should be passed to ensure that the programming of a second station will not be "substantially poorer" than that now offered by the national network of the Canadian Broadcasting Corp.

These program regulations, the commission report outlined, should specify a maximum percentage of imported programs carried and a minimum number of original programs using Canadian talent. Several stations could pool their resources to produce Canadian programs and be reasonably free to broadcast them either live or on film, it was suggested.

"Our hope and purpose is to have regulations for second stations so devised as to avoid repetition, by non-network television stations, of the kind of experience we have had with some of the non-network radio stations, which have become little more than the vehicles for playing of popular music interspersed with the greatest possible number of advertising announcements. A similar experience in television would be a profligate waste of Canadian resources," the report states.

Second television stations might not be able to provide as many spectaculars as the national network, but they could provide greater content of local and regional programs. There should be a set minimum of news reports, discussions of current events and services to such groups as farmers, children and music lovers "whether or not such programs are capable of attracting commercial sponsorship."

Assn. of Canadian Advertisers To Discuss 'Competitive Age'

THE new competitive age and its effects on advertising will be the theme of the 42nd annual meeting of the Assn. of Canadian Advertisers May 6-8 at the Royal York Hotel, Toronto, Ont. Some 15 leading Canadian and American businessmen, advertising and marketing authorities, will take part in the three day conference and discuss how advertising can meet changes in living and buying habits.

In addition, the Canadian Assn. of Advertising Agencies on the last day of the meeting will present a panel of speakers on color advertising in various media.

ISBA Vetoes Research Pact

AN all industry contract—exclusive for five years—for audience research to Television Audience Measurement Ltd. has lost the support of the Incorporated Society of British Advertisers (comparable to the Assn. of National Advertisers in the U. S.). ISBA was represented with agencies and broadcasters on a steering committee that decided in February to offer TAM an exclusive five-year contract as commercial tv's research organization in Great Britain. The action was seen last week as a boost for A. C. Nielsen Co. which was the only other research organization competing with TAM for a new contract. TAM had the first research contract for commercial tv there but it expires in June.

ANGRY WORDS . . .

CAN CANADA'S prime minister, Louis St. Laurent, write to the chairman of the Canadian Broadcasting Corp., as a private citizen, complaining about a commentary on Canada's foreign policy?

The fact that Prime Minister St. Laurent had written two letters of complaint to A. D. Dunton, CBC chairman, caused a furor in the Canadian House of Commons March 28 and 29. All opposition parties told the prime minister that his name on a letter, even as a private citizen, to the head of a government corporation, smacked of censorship. Angry words were exchanged for over an hour during the debate, but Mr. St. Laurent would not table the letters in question. He had complained about the tone used by a young university professor, not long in Canada, on a commentary on foreign policy.

European Tv Stations Plan New Live Hookup for June

EUROPEAN television stations which have been staging hookups at irregular intervals under the label of Eurovision during the past years are planning a new type of live programming for June this year.

Different Eurovision stations, according to the plans will, for the first time, contribute live segments to a single joint hookup embracing the greater part of Europe. Estimated maximum number of television sets in Europe to be reached by the program is nine million (of which Britain would supply more than two thirds).

Engineers preparing the June hookup are facing many unprecedented technical problems since the participating 11 Eurovision countries have a total of three different technical tv standards. A center for the planned hookup is being set up in Brussels, Belguim. Complicated switching and standard conversion would be handled there.

Ponds African Div. Sponsors News Show on Springbok Radio

SOUTH African Branch of Chesebrough-Ponds, through J. Walter Thompson Co., has signed for a 15-minute news program six evenings a week over the 12-station Springbok Radio Network in South Africa, starting April 1.

The sponsorship coincided with the start of UP Radio News Service to Springbok, said to mark first time that news service has been made available to the commercial network.

Pierre Louw, manager of Springbok, said the network recently added two new shortwave transmitters which are beamed to South Africa and Rhodesia. He added that rates are being raised from 50-100% as a result of a 25% increase in audience potentials. The Union of South Africa, according to Mr. Louw, has about 800,000 registered listeners, in additional to those bordering the Central African Federation.

600,000 WATTS E. R. P.

WITH A 6 FT. DISH

50 WATTS

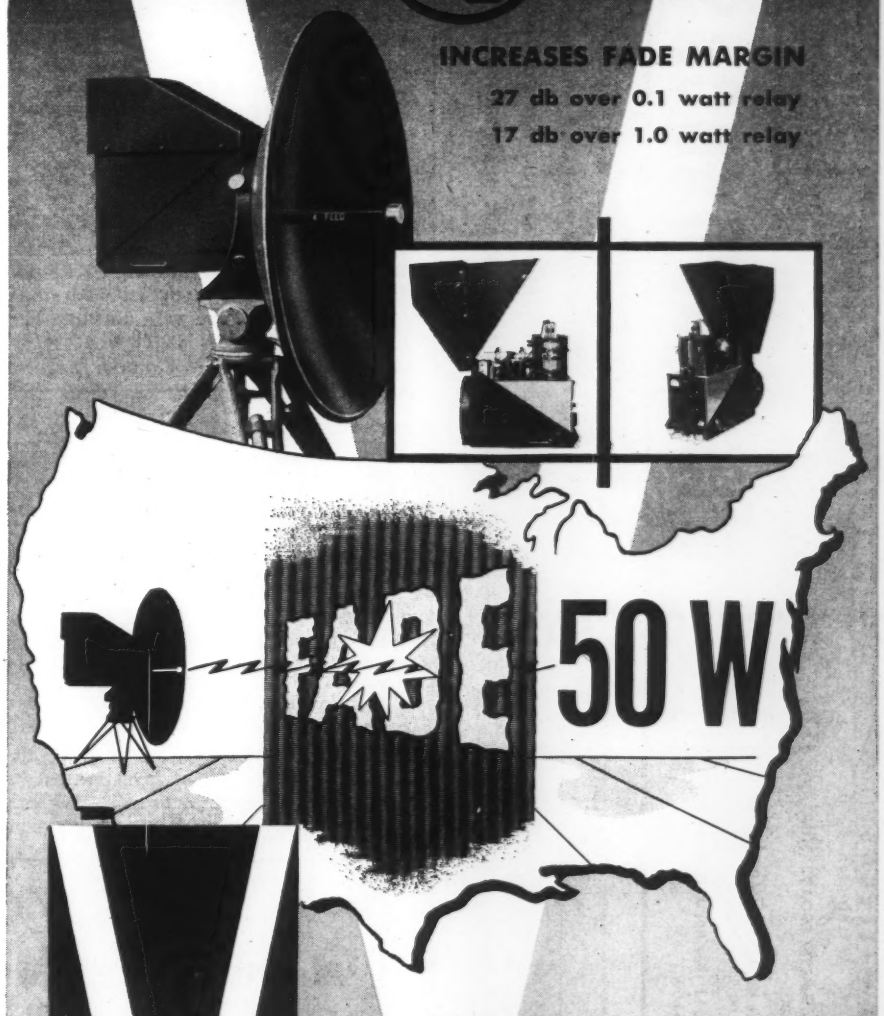
7,000 MCS

Lambda LPL Pacific

INCREASES FADE MARGIN

27 db over 0.1 watt relay

17 db over 1.0 watt relay



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342 WEST 40TH STREET, NEW YORK, N. Y. DEPT. DA

Gentlemen: Please send me complete specifications on the 50 watt microwave system.

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Address .....

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Keeps You in View

. . . JUST PUBLISHED

1957 BROADCASTING YEARBOOK MARKETBOOK

The 23rd consecutive edition of "Radio's One-Book Reference Library" is being mailed to subscribers. *If you're not already a B•T subscriber, or if your subscription does not include the BROADCASTING Yearbook-Marketbook please check and mail this order form*

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company _____

street _____

city _____ zone _____ state _____

THE NEW board members of the Canadian Assn. of Radio & Television Broadcasters elected at Quebec, March 26, gather for their first picture. Seated, l to r, D. A. Gourd, CKRN Rouyn, Que., vice-president; Vern Dallin, CFQC-AM-TV Saskatoon, Sask., president; Geoff Stirling, CJON-TV St. John's, Newfoundland, vice-president, and Fred Lynds, CKCW-AM-TV Moncton, N. B., immediate past president.

Standing, l to r, directors J. A. Manning, CKCL, Truro, N. S.; J. O. Blick, CJOB Winnipeg, Man.; W. N. Hawkins, CFOS Owen Sound, Ont.; F. B. Richard, CHNO Sudbury, Ont.; R. J. Buss, CHAT Medicine Hat, Alberta; Jack Davidson, CJKL Kirkland Lake, Ont.; W. H. Stovin, CJBQ Belleville, Ont.; J. A. Dupont, CJAD Montreal, Que.; Tom Burham, CKRS-TV Jonquiere, Que.; Norm Botterill, CJLH-TV Lethbridge, Alberta, and Lionel Morin, CJMS Montreal, Que.

Absent from pnoto were directors E. E. Fitzgibbons, CKCO TV Kitchener, Ont.; C. J. Rudd, CHUB Nanaimi, B. C.; A. G. Seabrook, CJIB Vernon, B. C.; and D. M. Armstrong, CHEK-TV Victoria, B. C.

New Tv Begins at Kamloops

CFCR-TV Kamloops, B. C., is call letters of new ch. 4 station which began operating April 1. Station is affiliated with CFJC Kamloops. First rate cards start class A time at $75 an hour for this 700 w video and 350 w audio power station represented by All-Canada Television Ltd., Toronto, Ont. Station manager is Ian G. Clark who is also manager of CFJC. Walter Harwood is commercial manager. J. Fred Weber is engineer.

Stovin to Syndicate TPA Films

HORACE N. STOVIN & Co. Ltd., Toronto, Ont., station representative firm, has established a film division, and will syndicate and represent in Canada films of Television Programs of America. Ev Palmer, account supervisor of McCann-Erickson of Canada Ltd., Toronto, is sales manager of the new division, and William Byles, vice president of the company and formerly radio-tv director of Young & Rubicam Ltd., Toronto, is director of the film division.

INTERNATIONAL PEOPLE

Frank Segee, formerly editor of *Radio,* magazine of Canadian Broadcasting Corp., Toronto, to Bureau of Industrial Service Ltd. (public relations subsidiary of Young & Rubicam Ltd.), as manager.

W. E. Collier, assistant manager of CKY Winnipeg, Man., to CKRM Regina, Sask., as manager.

Be Our Guest!

M AND A ALEXANDER PRODUCTIONS

cordially invites you

to visit Room 515A-517A, Hilton Hotel, Chicago, April 7-11 during the NARTB Convention to inspect their

ENTERTAINMENT PACKED PROGRAMS NOW AVAILABLE

NEW FEATURES **NEW ½ HOUR SHOWS**

Station Authorizations, Applications
(As Compiled by B • T)
March 28 through April 3

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS — local sunset. mod. — modification trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization STA—special temporary authorization. *—educ.

Am-Fm Summary through April 3

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	3,024	3,001	217	364	145
Fm	540	520	49	51	0

FCC Commercial Station Authorizations
As of February 28, 1957 *

	Am	Fm	Tv
Licensed (all on air)	3,000	513	290
Cps on air	31	16	225
Cps not on air	133	23	123
Total authorized	3,164	552	638
Applications in hearing	119	0	70
New stations requests	303	10	56
New station bids in hearing	67	0	10
Facilities change requests	146	11	45
Total applications pending	900	112	353
Licenses deleted in February	0	2	0
Cps deleted in February	0	0	1

**Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.

Tv Summary through April 3

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	383	91	472[1]
Noncomm. Education	18	5	23[2]

Grants since July 11, 1952:
(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	351	323	674[1]
Noncomm. Educational	26	21	47[2]

Applications filed since April 14, 1952:
(When FCC began processing applications after tv freeze)

	New	Amend.	Vhf	Uhf	Total
Commercial	1,078	337	839	573	1,412[3]
Noncomm. Educ.	65		37	27	65[4]
Total	1,143	337	876	600	1,476[5]

[1] 176 cps (33 vhf, 143 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 44 already granted.
[5] Includes 718 already granted.

New Tv Stations . . .

ACTION

St. Louis, Mo.—Columbia Bcstg. System, granted vhf ch. 11 (198-204 mc); ERP 1610 kw, 316 vis., 190 kw aur.; ant. height above average terrain 1,000 ft., above ground 998 ft. Estimated construction cost $1,791,727, first year operating cost $800,000 revenue $1,270,000. Post office address CBS, New York, N. Y. Studio location St. Louis. Trans. location Sappington, Mo. Geographic coordinates 38° 32′ 55.5″ N. Lat., 90° 21′ 57″ W. Long. Trans.-ant. GE. Legal counsel Julius F. Brauner, N. Y. Consulting engineer Jay W. Wright, N. Y. CBS is sole owner.

APPLICATION

Nampa, Idaho—Radio Boise Inc., vhf ch. 6 (82-88 mc); ERP 12.59 kw vis., 6.3 kw aural; ant. height above average terrain 341 ft., above ground 315 ft. Estimated construction cost $53,354, first year operating cost $101,000, revenue $116,000. Post Office address Boise Hotel, Boise, Idaho. Studio location Ada County. Trans. location Ada County. Trans. Dumont, ant. RCA. Legal counsel Dowd, Lohnes & Albertson, Washington, D.C. Consulting engineer Vincent L. Hoffart, Spokane, Wash. Roger L. Hagadone, owner **KYME Boise,** will be 99% owner. Announced April 3.

New Am Stations . . .

APPLICATIONS

Cleveland, Ga.—Clyde W. Turner, 1350 kc, 500 w D. P. O. address % Mr. Turner, Cleveland. Estimated construction cost $15,690, first year operating cost $29,500, revenue $42,000. Mr. Turner, lumber interests, will be sole owner. Announced April 2.

Lawrenceville, Ill.—Wabash Valley Bcstrs., 960 kc. 500 w D. P. O. address Box 450, Mt. Carmel, Ill. Estimated construction cost $32,894, first year operating cost $53,000, revenue $64,000. Principals include **Stephen P. Bellinger** (30%), and **Morris E. Kemper** (30%), stockholders **WIZZ Streator, Ill.,** and **WVMC Mt. Carmel.** Announced March 29.

Shelbyville, Ind.—Shelby County Bcstg. Co., 1480 kc, 500 w D. P. O. address % **H. T. Parrott,** Campbellsville, Ky. Estimated construction cost $28,100, first year operating cost $40,000, revenue $65,000. Equal partners are Mr. Parrott, stockholder **WLOC Munfordville, Ky.,** and **WTOC Campbellsville, R. D. Ingram,** stockholder WLOC and WTCO, **J. W. Pickett,** stockholder-gen. mgr. WLOC, and **E. L. Rogers,** insurance solicitor.

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1737 DeSales St., N. W.	Tribune Tower	1515 Healey Bldg.	Fidelity Union Life Bldg.	111 Sutter St.
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Call your nearest office of

HAMILTON, STUBBLEFIELD, TWINING & ASSOCIATES

LATEST RATINGS

VIDEODEX

March 1-7, 1957

Name of Program	# of Cities	% Tv Homes
1. *I Love Lucy*	158	34.4
2. *Ed Sullivan Show*	172	33.2
3. *Jackie Gleason*	167	32.5
4. *Dragnet*	169	31.7
5. *$64,000 Question*	175	30.9
6. *Tv Playhouse* (Alcoa)	120	30.2
7. *Steve Allen*	144	30.0
8. *G. E. Theatre*	150	29.4
9. *Perry Como*	144	28.9
10. *Playhouse 90*	128	28.8

Name of Program	# of Cities	# Tv Homes (000's)
1. *I Love Lucy*	158	11,167
2. *Ed Sullivan Show*	172	10,958
3. *Jackie Gleason*	167	10,670
4. *Dragnet*	169	10,412
5. *$64,000 Question*	175	10,383
6. *Steve Allen*	144	9,500
7. *December Bride*	182	9,332
8. *G. E. Theatre*	150	9,308
9. *Tv Playhouse* (Alcoa)	120	9,192
10. *Gunsmoke*	154	9,089

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NIELSEN TV

First Report For March, 1957
Two Weeks Ending Mar. 9

TOTAL AUDIENCE (HOMES-000) (†)

Rank	Rating
1. *I Love Lucy*	17,960
2. *Ed Sullivan Show*	16,781
3. *G. E. Theatre*	16,467
4. *$64,000 Question*	15,406
5. *Alfred Hitchcock Presents*	15,131
6. *December Bride*	15,131
7. *Twenty-One*	15,013
8. *Disneyland*	15,013
9. *Perry Como Show*	14,934
10. *Steve Allen Show*	14,777

AVERAGE AUDIENCE (‡) HOMES

Rank	Rating
1. *I Love Lucy*	16,820
2. *G. E. Theatre*	15,484
3. *$64,000 Question*	14,423
4. *December Bride*	14,227
5. *Alfred Hitchcock Presents*	14,030
6. *Twenty-One*	13,991
7. *Gunsmoke*	13,441
8. *The Millionaire*	13,323
9. *I've Got A Secret*	13,166
10. *The Lineup*	13,126

TOTAL AUDIENCE (%)*

1. *I Love Lucy*	46.9
2. *Ed Sullivan Show*	44.0
3. *G. E. Theatre*	43.4
4. *Alfred Hitchcock Presents*	41.2
5. *$64,000 Question*	40.0
6. *Twenty-One*	39.8
7. *December Bride*	39.5
8. *Perry Como Show*	39.5
9. *Disneyland*	39.4
10. *Arthur Godfrey's Scouts*	39.2

AVERAGE AUDIENCE (%)*

1. *I Love Lucy*	43.9
2. *G.E. Theatre*	40.8
3. *Alfred Hitchcock Presents*	38.2
4. *$64,000 Question*	37.4
5. *December Bride*	37.1
6. *Twenty-One*	37.0
7. *Gunsmoke*	35.8
8. *Arthur Godfrey's Scouts*	35.4
9. *The Millionaire*	35.2
10. *I've Got A Secret*	34.8

(†) Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.

(‡) Homes reached during the average minute of the program.

* Percented ratings are based on tv homes within reach of station facilities used by each program.

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BACKGROUND: The following programs, in alphabetical order, appear in this week's B•T tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

Alcoa Tv Playhouse (NBC-102): Alcoa (Fuller, Smith & Ross), 9-10 p.m. alt. Sundays.

Steve Allen (NBC-130): Jergens (Orr), Brown & Williamson (Bates), Vitamin Corp. of America (BBDO), U. S. Time (Peck), Polaroid (Doyle, Dane, Bernbach), Sun. 8-9 p.m.

Perry Como (NBC-137): Noxzema (SSC&B), S&H Green Stamps (SSC&B), Kleenex (Foote, Cone & Belding), Sat. 8-9 p.m.

December Bride (CBS-186): General Foods (B&B), Mon. 9:30-10 p.m.

Disneyland (ABC-170): American Motors (Geyer-Brooks, Smith, French & Dorrance), American Dairy (Campbell-Mithun), Derby Foods (M-E), Wed. 7:30-8:30 p.m.

Dragnet (NBC-157): Schick (Warwick & Legler), Liggett & Myers (M-E) (alternating sponsors), Thurs. 8:30-9 p.m.

G.E. Theatre (CBS-152): General Electric (BBDO), Sun. 9-9:30 p.m.

Jackie Gleason (CBS-174): P. Lorillard (L & N), Bulova (M-E), Sat. 8-9 p.m.

Godfrey's Scouts (CBS-163): Lipton (Y&R), Toni (North), Mon. 8:30-9 p.m.

Gunsmoke (CBS-161): Liggett & Myers (D-F-S), Remington Rand (Y&R), (alternating sponsors), Sat. 10-10:30 p.m.

Alfred Hitchcock (CBS-137): Bristol-Myers (Y&R), Sun. 9:30-10 p.m.

I Love Lucy (CBS-162): General Foods (Y&R), Procter & Gamble (Grey), Ford (J. Walter Thompson), Mon. 9-9:30 p.m.

I've Got A Secret (CBS-190): R. J. Reynolds Co. for Winston cigarettes (Esty), Wed. 9:30-10 p.m.

Lineup (CBS-153): Brown & Williamson (Bates), Procter & Gamble (Y&R), Fri. 10-10:30 p.m.

Millionaire (CBS-115): Colgate-Palmolive (Bates), Wed. 9-9:30 p.m.

Playhouse 90 (CBS-129): Philip Morris (Burnett), American Gas Assn. (L&N) Ronson (Norman, Craig & Kummel), Bristol-Myers (BBDO), Singer Sewing (Y&R), Thurs. 9:30-11 p.m.

$64,000 Question (CBS-178): Revlon (BBDO), Tuesday 10-10:30 p.m.

Ed Sullivan (CBS-174): Lincoln-Mercury (K&E), Sun. 8-9 p.m.

Twenty-One (NBC-76): Pharmaceuticals Inc. (Kletter), Mon. 9-9:30 p.m.

Announced April 2.

Wichita, Kan.—**John Bozeman**, 900 kc, 250 w unl. P. O. address % Mr. Bozeman, 8 Plum Lane, Wichita. Estimated construction cost $22,785, first year operating cost $35,000, revenue $40,000. Mr. Bozeman, featured artist **KTVH**, will be sole owner. Announced March 28.

Marlboro, Mass.—**Clernew Bcstg. Corp. of Marlboro**, 1470 kc, 1 kw D. P. O. address % **Romeo J. Clermont**, 41 Orchard St., Lowell, Mass. Estimated construction cost $33,535, first year operating cost $65,000, revenue $70,000. Equal partners **Arthur A. Newcomb**, Romeo J. Clermont, **Gertrude A. Newcomb** and **Victoire G. Clermont**. Mr. Newcomb owns **WOTW-AM-FM Nashua, N. H.** Mr. Clermont has grocery interest. Announced April 1.

Seaside, Ore.—**Seaside Bcstg. Co.**, 1050 kc, 250 w D. P. O. address 119 Second Ave., Seaside. Estimated construction cost $12,400, first year operating cost $30,000, revenue $35,000. Equal partners are **Jerry B. Dennon**, assistant promotion manager **KOIN-AM-FM-TV Portland, Ore.**, **Ronald L. Rule**, KOIN-TV announcer, and **John P. Gillis**, announcer **KRWC Forest Grove, Ore.** Announced April 2.

Big Lake, Tex.—**Jim Sample** and **Donald Boston** d/b as **Big Lake Bcstg. Co.**, 1290 kc, 1 kw D. P. O. address % Mr. Boston, Box 989, Pecos, Tex. Estimated construction cost $30,000, first year operating cost $30,000, revenue $36,000. Mr. Sample, gasoline interests, and Mr. Boston, commercial manager **KIUN Pecos**, will be equal partners. Announced March 28.

Williamsburg, Va.—**Mary Cobb** and **Richard S. Cobb** d/b as **Williamsburg Bcstg. Co.**, 740 kc, 5000 w D. P. O. address 3855 N. 30th St., Arlington, Va. Estimated construction cost $15,400, first year operating cost $38,000, revenue $45,000. The Cobbs, frozen food interests, will be equal partners. Announced April 2.

Ownership Changes . . .

APPLICATIONS

WJVB Jacksonville Beach, Fla.—Seeks assignment of license from **Jacksonville Beach Bcstg. Co.** to **Andrew B. Letson** for $60,000. Mr. Letson, sole owner **WMOP Ocala, Fla.**, and 78½% **WCNH Quincy, Fla.**, will be sole owner.

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KSET El Paso, Tex.—Seeks positive control of licensee corporation by **Fred Hervey** through purchase of stock (897 shares) from **Stanton E. White** for $19,333. Announced March 28.

KSTV Stephenville, Tex.—Seeks assignment of license from **Oscar H. Halvorson** and **Olaf Folkvord** to **Dixie Bcstrs.** for $55,000. **Cyril W. Reddoch** (66⅔%) and **Ralph L. Hooks** (33⅓), are Dixie owners. Dixie Bcstrs. is applicant for am in Blakely, Ga. Announced March 28.

Hearing Cases . . .

ACTIONS

By Chief Hearing Examiner

James D. Cunningham

Portorican-American Bcstg. Co., Ponce TV Partnership, Ponce, P. R.—Granted petition of Portorican-American for dismissal without prejudice of its application for new tv on ch. 7 in Ponce, and retained in hearing status Ponce TV Partnership application for same channel in Ponce. Action March 26.

WWOW Hazard, Ky.—Granted motion for dismissal of its am application and dismissed protest proceeding. Action March 28.

Bill Mathis, Abilene, Tex., KNAF Fredericksburg, Tex.—Granted petition of Mathis for dismissal without prejudice of his am application and retained in hearing status Gillespie application. Action March 28.

By Hearing Examiner Herbert Sharfman

Denied petition by **Friends of Good Music** for leave to file a brief, attached to the petition as *amicus curiae* in the matter of application for assignment of license and cp of station **WGMS Bethesda, Md.**, and license of station **WGMS-FM Washington, D. C.**

By Hearing Examiner Millard F. French

Denied petition by **Texas Technological College** for leave to amend its application for cp for new tv station on ch. 5 in **Lubbock, Tex.**; the proposed amendment which would change the application in several respects is rejected. Ordered that a prehearing conference in this proceeding which also involves application of C. L. Trigg for cp for new tv on ch. 5 in Lubbock, will be held on April 15. Action March 29.

Routine Roundup . . .

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of March 29

KCIL Houma, La.—Granted cp to change ant.-trans.-studio location and make changes in ground system.

KSLO Opelousas, La.—Granted cp to move ant.-trans. location.

KPOR Quincy, Wash.—Granted mod. of cp to change ant.-trans. location and change studio location and operate trans. by remote control; condition.

WCWC Ripon, Wis.—Granted mod. of cp to change trans. and studio location, and move antenna; conditions.

KMOP Tucson, Ariz.—Granted mod. of cp to change ant.-trans. and studio location.

The following were granted extensions of completion dates as shown: **KDUB-TV, Lubbock, Texas**, to 6-20; **KSHO-TV, Las Vegas, Nev.**, to 10-1: **KRBB, El Dorado, Ark.**, to 9-30; **KRCG, Jefferson City, Mo.**, to 10-19; **WRAL-TV, Raleigh, N. C.**, to 10-23; **WHTN-TV, Huntington, W. Va.**, to 9-1;**KOAT-TV, Albuquerque, N. Mex.**, to 10-1.

Actions of March 28

KMBL Junction, Texas—Granted permission to sign-off at 8 p.m. each week day for a period of 6 months except on special ocasions, due to economic strain on account of drought emergency.

WSSV Petersburg, Va.—Granted license covering changes in ant.-trans. location and changes in ant. (increase height) and ground system.

KGMS Sacramento, Calif.—Granted license covering change hours, change to DA-2, and change trans. and studio location and change type trans.; conditions.

WFEC Miami, Fla.—Granted mod. of license to change name to Florida East Coast Bcstg. Co. Inc.

WOAI San Antonio, Texas—Granted cp to change ant.-trans. location and make changes in ant. system (increase height) and make changes in the ground system.

WMAN Mansfield, Ohio—Granted cp to move ant.-trans. location, install a new trans. and make changes in the ant. system, and ground system.

KNLR North Little Rock, Ark.—Granted mod. of cp to change type trans., change studio location and operate trans. by remote control; condition.

The following were granted extensions of completion dates as shown: **WCHK Canton, Ga.**, to 6-1, condition: **WOOK Washington, D. C.**, to 5-16: **WBRB Mt. Clemens, Mich.**, to 6-15, conditions; **WPAB Ponce, P. R.**, to 5-18; **KGU Honolulu, Hawaii**, to 4-30.

KEAR San Francisco, Calif.—Granted cp to change ERP to 125 kw, ant. height to 1,100 ft., change trans. location, remote control point and studio site; change type trans. and ant. system; engineering condition and grant is without prejudice to any action the Commission may take in connection with the application for renewal of license.

KPHO Phoenix, Ariz.—Granted authority to operate trans. by remote control while using nondirectional ant.

WPGC Morningside, Md.—Granted mod. of cp to change ant.-trans. location, make changes in DA system (2 tower array), change in ground system and change type trans.

The following were granted extensions of completion dates as shown: **KULA Honolulu, Hawaii**, to 5-30; **WXIL Hazelhurst, Ga.**, to 7-11.

Actions of March 26

WLTL-FM Lenoir City, Tenn.—Granted request to cancel license.

Actions of March 25

WBBQ Augusta, Ga.—Granted authority to operate trans. by remote control.

WAMF (FM) Amherst, Mass.—Granted cp to change frequency of fm educational station to channel 208 (89.5 mc).

KFAC-FM Los Angeles, Calif.—Granted cp to change ERP to 59 kw and change type trans.

WINA-FM Charlottesville, Va.—Granted cp to change ERP to 620 w, change type trans. and change ant. system.

Continues on page 162

COMPARATIVE

The Next 10 Days
Of Network Color Shows
(All times EST)

CBS-TV

April 9, 16 (9:30-10 p.m.) *Red Skelton Show*, S. C. Johnson & Son through Foote, Cone and Belding and Pet Milk Co. through Gardner Adv.

April 10, 17 (8-9 p.m.) *Arthur Godfrey Show*, participating sponsors and agencies.

April 11 (8-9 p.m.) *Shower of Stars*, Chrysler Corp. through McCann-Erickson.

April 12 (3:30-4 p.m.) *Bob Crosby Show*, participating sponsors and agencies.

NBC-TV

April 8-12, 15-17 (1:30-2:30 p.m.) *Club 60*, participating sponsors and agencies.

April 8-12, 15-17 (3-4 p.m.) *Matinee Theatre*, participating sponsors and agencies.

April 8, 15 (8-8:30 p.m.) *Adventures of Sir Lancelot*, Whitehall Pharmacal through Ted Bates and Lever Bros. through Sullivan, Stauffer, Colwell and Bayles.

April 8, 15 (9:30-10:30 p.m.) *Robert Montgomery Presents*, S. C. Johnson and Son through Needham, Louis and Brorby and Mennen Co. through Grey Adv.

April 10, 12, 17 (7:30-7:45 p.m.) *Xavier Cugat Show*, sustaining.

April 10, 17 (8-8:30 p.m.) *Masquerade Party*, participating sponsors and agencies.

April 10 (8:30-10 p.m.) *Hallmark Hall of Fame*, Hall Bros. Cards through Foote, Cone & Belding.

April 11 (10-11 p.m.) *Lux Video Theatre*, Lever Bros. through J. Walter Thompson Co.

April 12 (8:30-9 p.m.) *Life of Riley*, Gulf through Young & Rubicam.

April 13 (8-9 p.m.) *Perry Como Show*, participating sponsors and agencies.

April 13 (9-10:30 p.m.) *Saturday Color Carnival*, Oldsmobile through D. P. Brother & Co. and RCA-RCA Whirlpool through Kenyon and Eckhardt.

April 14 (9-10 p.m.) *Alcoa Hour*, Aluminum Co. of America through Fuller, Smith and Ross.

April 17 (9-10 p.m.) *Kraft Television Theatre*, Kraft Foods Co. through J. Walter Thompson Co.

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RADIO

Help Wanted

Active eastern broadcasting group in expansion move. Wants experienced personnel able to work and invest in corporation. Send complete background including references and funds available. Box 279G, B•T.

Management

Here's a chance of a lifetime for program director or chief announcer to step up to management level. Growing organization in eastern United States needs a young married man with car for assistant manager position. Job offers opportunity at managership in near future. Send tape, resume, photo to Box 861E, B•T.

5 figure income for top notch salesman with management background for leading independent in Ohio. Box 226G, B•T.

Manager with hard hitting sales background wanted for station in fast growing western state. Small station but owners are expansion minded. An opportunity to build with a growing organization. Send qualifications and photo in first letter to Box 227G, B•T.

Excellent opportunity for sales minded manager wanting chance to show what he can do. Small-mid-central station. Profit sharing arrangement. Send resume, qualifications and photo to Box 228G, B•T.

Sales manager with proven small-market record, by well-established fulltime 250-watt central Florida station. Box 253G, B•T.

Radio station manager with successful sales background. Immediate opening. New Mexico 250 watt station. Write Box 122, Albuquerque, New Mexico.

Sales

Salesman or salesman-wife team for three Texas daytime stations, to rotate between stations, two weeks at a time each place. High pressuring not wanted. Want accounts, though small, to stay sold. Box 151G, B•T.

Young man with potential, or older man with established sales record needed. Medium multi-station market. Groom for sales manager. Complete background and photo. All replies confidential. Box 161G, B•T.

Single station, medium size market. Draw against commission. Excellent opportunity with attractive future. Please forward details, photo and references. Box 170G, B•T.

Salesman-copywriter currently employed. Any location considered. Box 230G, B•T.

Excellent opportunity for radio sales manager with ability to operate and handle local radio sales department, for Number 1 radio station in market. Central U. S. Write to Box 242G, B•T.

East coast major market independent needs top-flight salesmen. Salary and commission. Ideal opportunity for right men. Box 291G, B•T.

Good opportunity for proven salesman, possibility manager. Reference. KTKT, 10 kw, music and news, Tucson, Arizona.

KWWL Radio, Waterloo, Iowa, needs permanent, capable, experienced salesman who can sell in competitive market. Excellent opportunity for right man. Send complete details, including minimum salary and availability.

Need salesman-announcer immediately. 5 years minimum experience. West-central Virginia, Shenandoah Valley living. $75-85 weekly plus commission on sales. Can earn up in the five figures with work. Permanent employment for right family man. List of active accounts to begin with. WAFC, Staunton, Virginia. Call 6-0100.

RADIO

Help Wanted—(Cont'd)

Sales

Account executives wanted. If you have been a successful radio salesman in a medium size market and feel you are ready to move up to a major market and crack the big-time, WEAM is interested in your future. We are the most powerful independent in Washington, D. C., area. You must have a successful sales history in addition to the usual high qualifications in order to merit consideration for this position. Salary and commissions. Write Sales Manager, WEAM, Arlington, Virginia.

Experienced and dependable salesman needed. One radio, one television. Salary and incentive. Good opportunity with NBC owned station. Write, wire, or phone Gustave Nathan, for interview, WNBC, 1422 New Britian Avenue, West Hartford, Conn.

Salesman—we want a top hard working sincere, creative radio salesman. We are 790 on the dial with sharp music-news operation in beautiful Pensacola, Florida. For the right man, we'll offer top deal. Write, wire or call Ralph Petti, Management Consultant, WPFA, Pensacola.

Announcers

$700 a month for DJ with glib, fast-paced delivery. Rhyming intros to records. Limited rock 'n roll, mostly good pops and albums. Wanted by station in Midwest. Box 781E, B•T.

Immediate opening for aggressive announcer in leading independent station in large mid-south market. Experience as staff DJ and some news. Send complete information, tape of music, commercials, news. Tape returned. Box 195G, B•T.

Minnesota station needs first class engineer-announcer. Must be good announcer. Good salary. Box 247G, B•T.

Leading southern daytime station wants announcer-copywriter; salary open; no drifters. Box 252G, B•T.

Multiple station operation needs combination pop—r & r DJ's. Send tape and resume. Box 264G, B•T.

Illinois station seeks network quality announcer on local station budget. $80.00 for 44 hours. Box 265G, B•T.

Experienced announcer-operator, no maintenance, for workman-like staff job, by central Florida 250-watt network station. Box 266G, B•T.

A lifetime opportunity for top-grade DJ—also newsman—power station in big market, Great Lakes area, has opening for first-rate man with good record in small or medium size market and ready to move up; include all details first letter; airmail tape including music intros and commercials. Box 270G, B•T.

First phone man with an Arthur Godfrey voice. Also, newsman who sounds like Frank Hemingway. We're going from 250 watts to 5000, and need both within a month. Send tapes and when available. KSEM, Moses Lake, Washington.

Immediate opening for staff announcer. Send complete information and audition tape. WASA Harve de Grace, Maryland.

Combo man with first phone . . . emphasis on announcing . . . $80 for 40 hour week, addition to staff . . . phone collect, WMIC, Monroe, Michigan. Cherry 1-5554. Ask for George Stearns or Bob Norwood.

RADIO

Help Wanted—(Cont'd)

Announcers

Announcers—we are adding top music DJ to our big 5 personality package. If you can excel in music station format, we'll hire you in sunny Pensacola, Florida. Write, or wire Ralph Petti, Management Consultant, WPFA, Pensacola.

Opening for experienced staff announcer. Send tape and resume. Tape will be returned. Midwesterner preferred. WSMI, Litchfield, Illinois.

Record specialist. Are you a qualified announcer with a good voice? Can personally conduct a well planned and smoothly executed disc show? Can you help us build a strong music schedule? Are you qualified to supervise all music programming and be contact between station and recording companies, distributors and artists? If you think you're our man, send tape of air work and letter to Forjoe, 580 5th Avenue, New York, N. Y.

Ground floor opportunity. New 1 kw daytimer, music-news format. Taking air this month. Good salaries for qualified announcers. Copywriting helpful. Excellent hunting, fishing territory in Central Louisiana. Rush returnable tape, resume, photo. James H. Martin, Delhi, Louisiana.

Staff announcer, immediate. Phone Clarksburg, West Virginia, Maine 2-9051.

Pacific northwest. We're looking for several good announcers with good production sense who can be built into strong local personalities. Send tape with broad sample of commercials, record intros and news, plus full details about yourself to: Forjoe, 580 Fifth Avenue, New York 36, New York.

Technical

Expanding organization needs a chief engineer with good maintenance ability. Must have car and be able to assume responsibility for repair and purchase. Good salary. Possibility of installing new station in near future. Send photo and resume to Box 860E, B•T.

First class engineer—New Jersey directional daytimer. Reply immediattely. Box 235G, B•T.

Engineer to operate complete radio link mobile studio. No air work. Box 281G, B•T.

Chief engineer, Virginia station, $135.00 weekly, solid engineering background, plus creditable announcing ability. Send full resume, picture, first letter. All replies confidential. Box 289G, B•T.

Need first class engineer. Car necessary. Transmitter work. 44-hour week. KGNO Dodge City, Kansas.

Chief engineer, 1000 watt am-fm radio station. Attractive terms and benefits. Opening now. Write or call in person, W. W. Burdow, WBEC, Pittsfield, Mass.

Wanted immediately—combination **engineer-announcer** must have a first class ticket. Good salary. Send your tape and data to L. Lansing, WBRV Radio, Boonville, New York.

First class engineer-announcer. Send tape, information to Jack Owens, WEIC, Charleston, Illinois.

Chief engineer, first phone ticket required, maintenance and board shift. Permanent position 1000 watts daytime, non-directional. Send tape and data. WENC, Whiteville, North Carolina.

First class engineer-announcer, $5000 plus. WFKY, Frankfort, Kentucky.

YOUR BEST BET In getting top-flight personnel for that "special" job is a classified ad on this page.

RADIO

Help Wanted—(Cont'd)

Technical

Three engineers, expanding operations. Ed Kennedy, WILM, Wilmington, Delaware.

Wanted immediately, experienced, first phone engineer, no announcing, 5kw directional. Contact H. W. Jackson, Chief Engineer, WMMN, Fairmont, West Virginia.

First ticket. First class announcer. Hired. Phone WTAY, Robinson, Illinois.

Engineer for am-fm radio and new mobile service company. Hawkins Broadcasting Service Company, 920 King, Wilmington, Delaware.

Programming-Production, Others

Newsman wanted for 5 kw Ohio major market. You must be seasoned reporter and newswriter as well as good rapid fire airman. Right pay to right man. No rip and run boy need apply. Box 103G, B•T.

Immediate opening eastern metropolitan market, man or woman in continuity. Send sample copy, photo, experience. Reply Box 234G, B•T.

One of Iowa's largest radio and tv operations will have an opening shortly for top-notch disc jockey. Opportunity to work both mediums. Good salary. Send full info to Box 241G, B•T.

Wanted: Creative, promotion minded continuity writer for 1000 watt eastern Ohio independent station. Open immediately. Send full background material. Box 256G, B•T.

Interested in real good job? We have just the thing for you. Disc jockey job with central U.S. radio station. Opportunity to work in tv. Good salary. Send tape and complete info to Box 297G, B•T.

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Read this letter from a recent graduate of the Grantham Correspondence Course

March 23, 1957

Mr. Donald J. Grantham
Grantham Schools
Hollywood, Calif., and Washington, D. C.

Dear Mr. Grantham:

I took and passed all four elements a week ago today and now have my first class, FCC license. Now that studying is over I would like to tell you how much I enjoyed the course. I am certain that without it I would never have been able to obtain my license so quickly or obtain so thorough an understanding of electronics. It has been a wonderful experience for me and I would heartily endorse your course to anyone.

At this writing I have three job offers to choose from—one in AM, one in TV, and one with an airline—all of this because of your fine course.

Donald A. Littleton
217½ West Lamme
Bozeman, Montana

Learn by Mail or in Resident Classes

Correspondence training from Washington and Hollywood. Also, DAY and EVENING resident classes held in both cities. New resident classes begin April 15, 1957. Write for free brocure.

MAIL TO SCHOOL NEAREST YOU

Grantham Schools, Desk 12-F

821 19th Street N.W. Washington 6, D. C. **OR** 1505 N. Western Ave. Hollywood 27, Calif.

Please send me your free booklet, telling how I can get my commercial FCC license quickly.

Name ----------

Address ----------

City ---------- State ----------

RADIO

Help Wanted—(Cont'd)

Programming-Production, Others

5kw operation going to 24 hours. Expanding staff and making replacements. Have openings for news director-newscaster to double part-time in programming, disc jockeys for pop music, salesman. Send complete details to Bartlett, KFJI, Klamath Falls, Oregon.

Radio copywriters, experienced, needed by NBC owned station. Write, wire, or phone Gustave Nathan, for interview, WKNB, 1422 New Britian Avenue, West Hartford, Conn.

Newscaster-legman. Well known northwest local news department needs newscaster who can gather and write local news. On-the-air delivery is important, however, it must be subordinate to actual local leg-work. Send tape, sample of your writing and letter of application to Forjoe, 580 5th Avenue, New York 36, New York.

Situations Wanted

Management

Available if your offer is good enough. Station manager or commercial manager with recorded and proven sales ability, including national spot radio and tv representative, experienced retail radio sales, radio sales director, station manager. Send complete details your market and station to receive resume. Box 213G, B•T.

Ten years radio sales, three sales manager. Now selling tv, don't like it. Want manager or sales manager music-news operation. Top references. Box 260G, B•T.

Manager. Program—sales background. Will give your station a "sound" and sell it. 8 years radio. Box 274G, B•T.

2 years assistant manager and PD AFRS, 9 months co-owner announcer-sales all night program, 5 kw. Reasonable newscaster, developing DJ, experienced, morning, evening, teenage audience. Studying for 1st. Ken O'Donnell, KCNO, Garden City, Kansas.

Moved rundown small market station into first place in state in year. Increased billings 50% in 90 days. Can do same for your station. Starting salary . . . salary-percentage thereafter. Box 14, Russellville, Arkansas.

Candid employer wanted by sincere and aggressive general manager, top references. Telephone 3-4534, Norfolk, Virginia.

Sales

Private pilot, account executive. Broad experience all phases broadcasting. Let me be your private pilot to save time, your number one salesman between flights. Seven years safe flying. Sober, married, 35, two children. $150 week, plus travel expense, minimum 1 year contract. Box 268G, B•T.

Sales! Currently employed sales manager. Young. Aggressive. Creative. Hard worker! Box 275G B•T.

Announcers

Girl personality—DJ, run own board, eager to please. Free to travel. Gimmicks and sales. Box 688E, B•T.

Baseball play-by-play announcer. Seven years experience. Finest references. Box 975E, B•T.

Good samaritan needed! Not blessed with network voice. Hard worker. 10 years experience. Good references. Get along with people. Married. 32. Box 160G, B•T.

Play-by-play, all sports, staff, currently sports director, southwest. Seek station with heavy sports schedule. Box 207G, B•T.

Personality-DJ—strong commercials, gimmicks, etc., run own board. Steady, eager to please. Go anywhere. Box 215G, B•T.

Florida (am). A young (30) married fellow is going to settle in your state soon. He is presently employed, has a pleasant voice, good references, an enviable knowledge of music programming, plus experience. He is looking for a place minus drunks, meat-heads and prima-donnas. (Not necessarily in that order.) Box 231G, B•T.

Original hillbilly DJ. One of the best. Six years experience. Good references. Sing, play guitar. Good man with know-how. $125. Box 240G, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Midwest announcer, experienced on console. Married, conscientious. Good DJ, staff announcer. Box 243G, B•T.

Combo—now chief engineer. Family man seeking permanency. Prefer western half. Box 246G, B•T.

Attention southwest. 10 years announcing experience. Want p.m. shift approaching $100.00 per week. Prefer tv. Veteran, college graduate, 30, single. Presently five day week. Box 251G, B•T.

Veteran DJ, record wise, hard selling, guaranteed. Top references, Minimum salary $125.00. Box 255G, B•T.

DJ, with sell, three years experience, good news, family. Box 258G, B•T.

Announcer-salesman . . . second ticket . . . very good voice . . . heavy small station experience . . . qualified to manage . . . wants to settle pleasant southern location. Box 259G, B•T.

Long experience, stable announcer. All phases, extremely flexible. Can fit any operation. Have ideas and unique, proved gimmick for making commercial sell. Box 261G, B•T.

Announcer: Morning man thirteen years in Florida and northeast markets . . . must match $650 per month. Box 263G, B•T.

Wish to relocate college town. 5 months experience. Available June 3. Box 267G, B•T.

Announcer, presently employed seeks relocation in northeast. One year experience at 1kw. For tape, resume, and references, write Box 273G, B•T.

Sports and news, 10 years experience—available now. Best references. Box 277G, B•T.

Top-flight. Experienced all phases radio-tv. Deep, resonant voice. Employed. Box 282G, B•T.

Outstanding voice quality. Experienced, expeditious worker. Network references. Negro. Box 283G, B•T.

Staff announcer—2 years experience in competitive market of 300,000. Mature voice, authoritative news delivery, compiled and edited news, very capable sportscaster, smooth DJ. Excellent references offered. Available immediately. Box 284G, B•T.

DJ, announcer, flexible personality, good voice quality, strong salesmanship, finest references, Box 285G, B•T.

1½ years experience at 250 watt and 5kw. Georgia wanted. Young man. Box 295G, B•T.

Staff announcer. All staff duties. 3rd ticket. Carolinas only. Blythe, 737 11th Street, N. W., Washington, D. C. ME 8-5255.

Relaxed 3½ years experience. Must relocate due to personnel change. Charlie's Doll, WAFC, Staunton, Virginia.

Have 3rd class ticket, will travel anywhere. For tape and resume contact Hal Metthe, 6 Clinton Street, Haverhill, Mass. Would prefer disc jockey show.

Announcer-DJ, specializing sports, news, hillbilly—single—29—3rd class license—prefer east coast. Contact Joe Mock, 830 North Stuart Street, Arlington, Virginia. Jackson 5-5748.

Summer employment wanted by college student—plenty experience—DJ-news-commercials, etc. Some selling. Ken Monroe, Box 294 Emmet, U. of Virginia, Charlottesville, Virginia.

Staff announcer. All staff duties, car. 3rd ticket. Louisiana or Mississippi. Pinkston, 737 11th Street, N. W., Washington, D. C. ME 8-5255.

Announcer: 1½ years experience, ambitious, good potential. Good on news, commercials, DJ. Operate own board. Married, and not a drifter. Looking for daytimer. Mark G. Wiesner, 201 Columbus Street, Saint Marys, Pennsylvania.

Parttime announcer—7 months experience (Harvard, Ill.—WMCW), 22, vet, single, 30 credits short for B.A. Degree; desires weekend work within 150 miles of Chicago. Telephone Chicago: John Zachary, Keystone 9-6015.

Floridian desires permanent change to home state. Experienced DJ, newscaster, reliable. Box 20, LaLuz, New Mexico.

RADIO

Situations Wanted—(Cont'd)

Technical

1st class, seven years experience, combo engineer thirty years. Box 238G, B•T.

Programming-Production, Others

Program director. Prefer independent wanting to go places. Idea man. Box 276G, B•T.

Tv hurts my eyes. I know radio production. Box 292G, B•T.

I won't hollar, I refuse to yell 'cause smiles and sincerity sell. Forty miles around New York City. (Poetry because my girl thinks she's witty.) Box 293G, B•T.

Storz trained program director-news director wants to relocate with top-flight independent. Have tremendous major market background in all phases of programming, etc. Definitely looking toward future. For full information, tape, and references write Box 296G, B•T.

Receptionist—college graduate, widow, attractive, good personality. Needs job badly. Go anywhere. References. Write Mrs. Sam Collins, General Delivery, Angola, Indiana.

TELEVISION

Help Wanted

Management

Manager with the know-how to run small television station in a southwestern location. Must have strong promotion and sales background. Fast growing company. Send qualifications and photo in first letter to Box 229G, B•T.

Sales

Expanding vhf television station needs experienced tv announcer or radio announcer with tv potential. Also need experienced television news director or newsman capable of moving up. Please send photo, tape and resume. Reply Box 250G, B•T.

Experienced and dependable salesman needed. One radio, one television. Salary and incentive. Good opportunity with NBC owned station. Write, wire, or phone Gustave Nathan, for interview, WNBC, 1422 New Britian Avenue, West Hartford, Conn.

Technical

Wanted immediately, tv technician, FCC first class radio telephone license required. No experience necessary. Well established company offers unusual opportunities for advancement. State experience, salary desired, and enclose snapshot. Box 209G, B•T.

First class license tv transmitter operator. Tv experience desirable but not essential. If you like skiing this is an unparalled opportunity. Transmitter at Stowe, Vermont. Station provide head skis. Liberal food allowance plus mileage. Reply Chief Engineer, WCAX-TV, Burlington, Vermont.

Situation Wanted

Management

Manager-commercial manager. 6 years tv, 10 years radio. Also network and agency. Best references previous stations. Box 200G, B•T.

Sales executive with top station representative interested in managerial position with tv station or group. Station operations, programming production news background, plus network and FCC. Family. Box 286G, B•T.

Salesman-sales manager, 25 years successful experience radio and tv national, local and regional. Presently in New York but would like to relocate. Box 287G, B•T.

Programming-Production, Others

Desire tv program director's position. 8 years experience, 3 with large midwest television station. College graduate, 30, single, excellent references. Box 237G, B•T.

Need a good, experienced television traffic girl? Experience in continuity and live camera commercials. Resume and references on request. Box 244G, B•T.

Film director-editor. Currently employed in top ten market, desires employment elsewhere. Eight years commercial-television experience, sharp on buying, scheduling, editing and operating department. Box 271G, B•T.

Top rated newscaster. Eight years on camera in major market. Writes, edits own news. Box 272G, B•T.

TELEVISION

Situations Wanted—(Cont'd)

Programming-Production, Others

He's a producer. He's a director. He uses talent! For free particulars on this highly-recommended young man, write Box 280G, B•T.

News director and/or public affairs director—will consider assistant directorship. Under 35, but with most unusual and complete background on all levels of television news policy, preparation, production and personnel questions. Highest references from industry leaders. Will only consider one of top twenty-five market areas. Minimum salary: $8,000. Can assure that news and/or public affairs department under his direction will become one of the finest, most profitable (in good will and dollars) and most talked-about in America. All details on request. Box 290G, B•T.

Available immediately, practically-trained, top-flight production personnel, all categories. Call Northwest First. Northwest Radio & TV School, 1221 NW 21st, Portland 6, Oregon. Also Hollywood, Chicago, Washington, D. C.

FOR SALE

Stations

250 watt daytimer in growing northwest city of approximately 5000 population. Station is making money. Owner desires large field. Only qualified buyers for this one. Will take $40,000 with terms to right party. Box 269G, B•T.

Southwestern single station market daytimer. Can be handled for $10,000 cash down. This and 14 other stations currently available through Paul H. Chapman Company, 84 Peachtree, Atlanta.

We would welcome opportunity to talk with parties interested in buying or selling stations at NARTB Meeting this week, Chicago. Our rooms are 1735-36A, Conrad Hilton. Paul H. Chapman Company.

FOR SALE

Stations

The Norman Company, 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion, based on operating our own stations.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

Equipment

W. E. amplifiers. Original cartons, 120C, $60; 132A, $55; 130B, $100. Used coils, Langevin 602A, $5. Hewlett-Packard N-D 330B, $300. Box 683E, B•T.

Have Raytheon transmitter. Good condition. Best offer over $1000.00. Will sell Raytheon console also $450.00. Write Box 232G, B•T.

Latest PT6-S5A dual speed Magnecorder and PT6-s5J amplifier with cases, brand new unopened carton. . . . $595.00 delivered. Box 236G, B•T.

3 kw RCA fm transmitter, model BTF-3B, Andrews 1304-1 4 bay antenna. GE model BM 1A frequency and modulation monitor. $4,500 including spare tubes, parts. Box 245G, B•T.

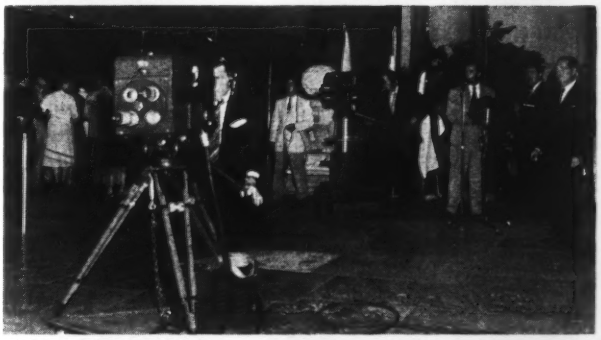
Will trade station equipment for am tower. Also want magnecorder transport mechanism. Box 292G, B•T.

For sale: One General Electric 10kw fm amplifier, model 4BF3A1, with four GL 5518 tubes. Price in Sacramento: $2,800.00. Also, one Collins 37M4 side mount ring antenna. Price: $700.00. For information contact KGMS, Hotel Sacramento, California.

For sale: Collins 21A broadcast transmitter . . . good condition. KLPM, Minot, North Dakota.

Gates CB-11 turntables with spare motor. All speeds. Two for $120 plus shipping cost. Station KOFO, Ottawa, Kansas.

EXAMPLE——PRACTICAL TV TRAINING



This is a typical example of the practicality of ALL Northwest training. These students are actually doing a live remote from a recent movie premiere.

All Northwest classes are trained using methods like these—letting students work in a practical manner with everyday Telecasting problems. For *top* TV people call John Birrel.

NORTHWEST SCHOOLS
Television – Radio Division
HOME OFFICE:
1221 N. W. 21st Avenue
Portland, Oregon • CA 3-7246

HOLLYWOOD, CALIFORNIA
1440 North Highland
HO 4-7822
CHICAGO, ILLINOIS . . . . . .
540 N. Michigan Avenue
DE 7-4504
WASHINGTON, D. C. . . . . .
1627 K Street N. W.
RE 7-0343

FOR SALE

Equipment

Mobile broadcast studio. Converted airline bus. Completely equipped. Reliable range 20 miles. WEOK, Poughkeepsie, New York.

375-ft. tower, CFN self-supporting, CAA lighting, 2 code beacons, 8 hazard lights, flasher and photo-electric control, 8 bay-WE clover-leaf fm antenna, $7,500 packed for shipment. Our No. 9883, May Brothers, Binghamton, New York.

For sale: RCA TG-1A sync generator TK-1A monoscope camera TA-1A distribution amplifier, 480C power in two racks $2,500. Also one TG-1A requiring slight modification $1,000. Mautner Laboratories, 380 Oak Street, Copiague, Long Island, New York.

WE 2A phase monitor, new condition, 2-tower monitoring, $285 F.O.B. Texas location. May Brothers, Binghamton, New York. Our No. 9884.

Commercial crystals and new or replacement crystals for RCA, Gates, W. E. and Bliley holders; regrinding, repair, etc. Also A. M. Monitor service. Nationwide unsolicited testimonials praise our products and service! Send for catalog. Edison Electronic Co., PR3-3901, Temple, Texas.

WANTED TO BUY

Stations

Network personality moving to Florida wants to buy radio station or substantial interest. Will consider any Florida station, large or small, for active or inactive participation. Box 163G, B•T.

Seeking small to medium am station radius 400 miles New York or Florida. Reply fully. Box 249G, B•T.

Experienced broadcasting corp. expanding operations. Seeking eastern area station with billing up to $300,000. Will consider local if profits or potential warrant. Give full outline first letter. Box 278G, B•T.

Private conservative service. Oklahoma, Texas, Arkansas, Colorado, Louisiana, Kansas, Missouri. Ralph Erwin. Licensed Broker. 1443 South Trenton, Tulsa.

Qualified operator seeking problem station. Low down payment. Assume liabilities. Private. Box 8545, Chicago.

PROMOTION, MERCHANDISING, ADVERTISING PERSONNEL:

LOOKING FOR A NEW OPPORTUNITY?

BROADCASTERS:

LOOKING FOR COMPETENT PROMOTION PERSONNEL?

Maybe the Broadcasters' Promotion Association can help you get together!

BPA is setting up a clearing house for broadcast promotion personnel looking for new opportunities—and for broadcasters seeking experienced, competent promotion help. Please note: BPA makes no recommendations, but simply tries to get the two parties together. And for both parties, the price is right, the service is free! No fees of any kind.

If you're looking for a job, send a COMPLETE resume of background and experience, plus location desired and salary requirements. *If you're looking for promotion help,* let us know the type of person and experience you're after.

Write:
BROADCASTERS' PROMOTION ASSOCIATION
Suite 2100, 122 East 42nd Street, N. Y. 17, N. Y.

WANTED TO BUY

Equipment

One, three, of five kw. Fm transmitter, and monitor. Box 164G, B•T.

Need up to 1200 ft. 3⅛" line. Will buy any quantity in good condition. WJBF, Augusta, Georgia.

REL model 695, fm transmitter and receiver. WSIC, Statesville, N. C.

Wanted—used console. State condition and price. Contact Chief Engineer, WSBA, York, Pennsylvania.

Wanted, good rack mounted Magnecord tape recorder with amplifier, advise condition, model, age, speed, price, etc.—Bill Tomberlin, 2917 W. Temple Street, Los Angeles 26, California.

One used iconoscope film camera chain. May Brothers, Binghamton, New York.

INSTRUCTION

FCC first phone in 12 weeks. Home study or resident training. Our schools are located in Hollywood, California, and Washington, D.C. For free booklet, write Grantham School of Electronics, Desk H-B, 1505 N. Western Avenue, Hollywood 27, California.

FCC first phone license. Start immediately. Guarantee coaching. Northwest Radio & Television School. Dept. B, 1627 K Street, N. W., Washington, D .C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

RADIO

Help Wanted

Sales

OPPORTUNITY

For Radio Salesman to move up the ladder to a big station in a Major Market. Sales Representative wanted by 50,000 watt, clear channel station in the Midwest. This major network affiliate is recognized as one of the country's top stations. Only interested in someone who believes in radio . . . and good radio. Send full details to

Box 262G, B•T

Announcers

TOP-FLIGHT DISC JOCKEYS

KOWH, Omaha's top station is looking for several top-flight disc jockeys. If you're good, with a different style or gimmicks, airmail your tape, resume and full details to:

Virgil Sharp
General Manager
KOWH
Kilpatrick Building
Omaha, Nebraska

RADIO

Help Wanted—(Cont'd)

Announcers

WHAS & WHAS-TV

are accepting applications for
. . . . a staff announcer who has the experience and the versatility to meet our high program standards.
. . . . a sportscaster who speaks and writes with authority for our comprehensive schedule of sports programs.

Send biography, background, tape and photo to Program Director,

Louisville, Kentucky.

Programming-Production, Others

THIS COULD BE YOU!

Are you a Newsman with a nose for news? Can you gather, edit, and present the news with that indefinable quality of excitement and enthusiasm that separates the men from the boys? Maybe you're the one who, with the aid of our Newsmobile, can make local news sound the way it should—IMPORTANT!

You could be the Newsman whose salary would be commensurate with your experience and performance.

If you are this man—then a Top Eastern Independent — (24-hour operation — Number One in the Market)—WANTS YOU! WRITE!

BOX 239G, B•T

Situations Wanted

Announcers

"MORNING SHOW"

One of radio's fine morning shows desires to relocate. Metropolitan markets only. Complete presentation on request.

BOX 254G, B•T

WANTED TO BUY: AM and/or VHF
TOP 50 MARKETS ONLY

Holding recently sold. Seven figure cash available
Principals only—no brokers. Box 257G, B•T

Available to discuss at NARTB

TELEVISION

Help Wanted

Programming-Production, Others

OPPORTUNITY KNOCKS TWICE!

"Live in the Climate Capital of the World."

KTVR, Denver, Colorado, is looking for a top production manager plus an experienced time salesman. With both MGM and 20th Century-Fox features, Channel 2 is the fastest growing station in the market. This is a real opportunity for the right men. Send complete resume and picture to Hugh Ben LaRue, 550 Lincoln, Denver, Colorado.

Situation Wanted

Programming-Production, Others

TV Film Specialist In Buying Programming, Promotion and Sales Service

Experienced and recognized in top major markets for know-how in film buying, availabilities, ratings, department operations, personnel relations and film programming. Strong background in commercial operations, promotion, production, and sales cooperation.
Available before May 1st and interested in Midwest opportunity with station-distributor or agency. Excellent relations with present employer. Willing to invest in own potential. Attending NARTB Convention, April 7 to 11. Box 288G, B•T.

FOR SALE

Stations

FOR SALE: Money making independent in mountains of Western North Carolina, twenty miles from Asheville. Good business and coverage. Valuable real estate. Excellent for owner-manager. Priced under $40,000. Terms. Write H. H. Thoms, Elk Mountain, Scenic Highway, Asheville, North Carolina.

FOR SALE

Stations

See HASKELL BLOOMBERG
Radio and Television
Business Broker
And Muriel Bloomberg, Ass't
NARTB CONVENTION, CHICAGO
SUITE 833-834A
CONRAD HILTON HOTEL

Equipment

TAPE RECORDERS
All Professional Makes
New—Used—Trades
Supplies—Parts—Accessories
STEFFEN ELECTRO ART CO.
4405 W. North Avenue
Milwaukee 8, Wisc.
Hilltop 4-2715
America's Tape Recorder Specialists

WANTED TO BUY

Stations

STATION OWNERS

Florida, Michigan, Ohio, Indiana, Illinois and adjacent states. Am private party interested in purchasing station billing $75 to $150,000. All replies strict confidence. Principals only. Will indentify self completely. Financially responsible.
Box 987E, B•T

EMPLOYMENT SERVICES

TOP JOBS—TOP PEOPLE
We have, or will find, just the person or job you're looking for.
Contact M. E. Stone, Manager . . . .
NATIONAL RADIO & TELEVISION EMPLOYMENT SERVICE
5th floor, 1627 'K' St. NW.
Washington, D. C.—RE 7-0343

Looking for top deejays:

KLIF Dallas
KTSA San Antonio

Here's your chance to join one of the nation's top independent-station organizations. We need *top* disc jockeys, with good voices and gimmicks or different styles, and also top radio newsmen. If you fit in either category and want a top opportunity, airmail your audition tape and background information today.

Gordon McLendon
2104 Jackson Street
Dallas, Texas

Planning a radio station?

You can count on RCA's 4-point service program ...to get you on the air...to keep you on the air.

- PLANNING ASSISTANCE
- EQUIPMENT COUNSEL
- FIELD SERVICE
- EMERGENCY REPAIRS

RADIO CORPORATION of AMERICA

RCA Tmk(s) ®

Routine Roundup . . .

Continues from page 156

April 3 Applications

ACCEPTED FOR FILING

Modification of Cp

Following seek mod. of cp to extend completion dates as shown: **WQMC (TV) Charlotte, N. C.,** to 8-1-57; **WBRE-TV Wilkes-Barre, Pa.,** to 9-1-57.

License to Cover Cp

KDMS El Dorado, Ark.—Seeks license to cover cp which authorized increase power, install new trans. and change ant.-trans. location.

KHVH Honolulu, Hawaii—Seeks license to cover cp which authorized new am.

KCKN Kansas City, Kan.—Seeks license to cover cp which authorized change ant.-trans. and studio locations.

KXGI Fort Madison, Iowa—Seeks license to cover cp which authorized increase power to 1 kw.

April 2 Applications

ACCEPTED FOR FILING

Modification of Cp

Following seek mod. of cp to extend completion dates as shown: **WMPY Salisbury, Md., KIDO-TV Boise, Idaho,** to 10-20-57; **KMMT (TV) Austin, Minn.,** to 10-20-57; **KOOK-TV Billings, Mont.,** to 7-1-57; **KTRE-TV Lufkin, Tex.,** to 7-1-57; **WHYY-TV Philadelphia, Pa.,** to 10-1-57. **KPIC (TV) Roseburg, Ore.; WHTN-TV Huntington, W. Va.; WBRB Mt. Clemens, Mich. WTYT Titusville, Fla.**

License to Cover Cp

KGW-TV Portland, Ore.—To specify trans. location as 299 Skyline Blvd. N.W., Portland. Announced March 28.

WAPA-TV San Juan, P. R.—Which authorized new tv. Announced March 28.

KHFH Sierra Vista, Ariz.—Which authorized new am. Announced March 29.

KOSI Aurora, Colo.—Which authorized change hours, install DA-N. Announced March 29.

WMLF Pineville, Ky.—Which authorized new am. Announced April 1.

WGEM-TV Quincy, Ill.—Which authorized new tv. Announced April 1.

WLOS-TV Asheville, N. C.—Which authorized new tv. Announced April 1.

ACTIONS

CALL LETTERS ASSIGNED

KRTU Tucson, Ariz.—Associated Bcstrs. of Tucson, 790 kc. Changed from KCTU.

KPIK Colorado Springs, Colo.—Western Bcstg. Co., 1580 kc.

WGOR Georgetown, Ky.—Robert E. Johnson, 1580 kc.

WKYV Loyall, Ky.—Tri-State Radio Corp., 1050 kc.

KBCL Bossier City, La.—Bossier Bcstg. Service, 1220 kc.

WDVL Vineland, N. J.—The Delsea Bcstrs., 690 kc.

WBUZ Fredonia, N. Y.—Louis W. Skelly, 1570 kc.

KADO Marshall, Tex.—Caddo Bestg. Co., 1410 kc.

UPCOMING

April

April 7-11: NARTB annual convention, Conrad Hilton, Chicago.

April 8-11: Premium Adv. Assn. of America annual Premium Buyers' Exposition, Navy Pier and Morrison Hotel, Chicago.

April 9: Premium Advertising Conference, Navy Pier, Chicago.

April 11-13: Southwest Regional Conference and Electronic Show, Shamrock Hilton Hotel, Houston.

April 12: Iowa AP Radio and Television News Assn., Savery Hotel, Des Moines.

April 13: United Press Broadcasters of Michigan, Olds Hotel, Lansing.

April 22: United Press Broadcasters of Conn., Hotel Statler, Hartford.

April 22: Connecticut Broadcasters Assn., Hartford, Conn.

April 22-26: American Film Assembly, Statler Hotel, New York.

April 24-26: Annual Conference, American Public Relations Assn., Warwick Hotel, Philadelphia, Pa.

April 25-27: Annual meeting of the American Assn. of Advertising Agencies, the Greenbrier, White Sulphur Springs, W. Va.

April 25-27: Western States Advertising Agencies Assn., annual conference, Oasis and Desert Inn Hotels, Palm Springs.

April 25-27: New Mexico Broadcasters Assn., Deming.

April 25-28: Annual convention, American Women in Radio & Television, Chase Park-Plaza Hotel, St. Louis.

April 26: United Press Broadcasters of Mississippi, Buena Vista Hotel, Biloxi.

April 26-27: Annual Spring Television Conference, Engineering Societies Bldg., Cincinnati.

April 28-May 4: Brand Names Week.

May

May 1-3: Electronic Components Symposium, Morrison Hotel, Chicago.

May 2-3: International convention of International Advertising Assn. Inc., Hotel Roosevelt, New York City.

May 5-11: National Radio Week

May 6-8: Annual meeting, Assn. of Canadian Advertisers, Royal York Hotel, Toronto, Ont.

May 13-15: Aeronautical and Navigational Electronics national conference, Dayton, Ohio.

May 15-17: Pennsylvania Assn. of Broadcasters, Hotel Bedford Springs, Bedford Springs.

May 15-17: Radio-Electronics-Tv Mfrs. Assn. convention, Sheraton Hotel, Chicago.

May 20-21: Wisconsin Broadcasters Assn., Hotel Plankinton, Milwaukee.

May 22-23: Kentucky Broadcasters Assn., Hotel Sheraton-Seelbach, Louisville.

May 25: United Press Broadcasters of Illinois Assn., Allerton Park, Ill.

May 28-29: Annual Visual Communications Conference, Waldorf Astoria, New York.

June

June 6-7: Virginia Assn. of Broadcasters, Hotel John Marshall, Richmond.

June 9-13: Annual convention, Advertising Federation of America, Hotel Fountainebleau, Miami.

June 17-19: NATRFD Spring Meeting, Washington.

June 17-19: Natl. Convention on Military Electronics, Sheraton-Park Hotel, Washington.

June 19-21: Annual meeting, Western Assn. of Broadcasters, Jasper Lodge, Jasper, Alta.

June 24-28: Annual convention, Advertising Assn. of the West, Hawaiian Village, Honolulu.

SOURCES OF TV SPOT MONEY REVEALED IN DETAIL BY TVB

A TOTAL of 4,399 advertisers spent an estimated $397,606,000 in spot television in 1956. Of these, 81 spent more than $1 million apiece, and 1,206 spent $20,000 or more.

These figures summarize key features of a report on 1956 tv spot spending which Television Bureau of Advertising will distribute at the NARTB convention this week. Going farther than TvB's earlier annual spot report for 1956 [B•T, March 25], this one shows the spot television expenditures of each of the various brands of all companies whose spot tv investments amounted to $20,000 or more during the year. The reports are based on figures compiled quarterly for TvB by N. C. Rorabaugh Co.

While Procter & Gamble was 1956's top corporate tv spot spender at $17,522,450 [B•T, March 25], a product of General Foods (third ranking in total corporate spot tv spending at $9,415,940) took first place in expenditures for a single brand. GF's Maxwell House coffee led all other brands with $5,461,900 invested in spot tv last year.

Nine other brands put $3 million or more into spot television: Kellogg cereals $4,656,900; Alka-Seltzer $4,498,070; Robert Hall clothes $4,450,490; Bulova watches $4,298,650; Coca-Cola $3,683,910; Marlboro cigarettes $3,404,200; L&M cigarettes $3,294,310; Philip Morris cigarettes $3,079,480, and Nabisco cookies and crackers $3,059,090.

The $397.6 million estimate of spot tv expenditures by 4,399 advertisers in 1956 represents a slight upward revision of TvB's earlier estimate of $397.5 million. Comparisons with 1955 are unavailable since 1956 was the first full year in which TvB compiled the data.

Beginning on the facing page, by company and brand, are TvB's figures on 1956 tv spot expenditures of companies which put $20,000 or more into this segment of the television medium last year.

1956 TV SPOT SPENDING BY BRAND

A

Abbott's Dairies, Inc. $226,310
Ice Cream 226,310

Ace Clothing Stores $20,080
Clothing 20,080

Acme Food Stores $88,810

Adell Chemical Co. $807,630
Lestoil Liquid Detergent 807,630

Admiral Corp. $51,840
Admiral Appliances 27,280
Admiral Radio 16,460
Admiral TV Sets 8,100

Admiral Corp. Distributors $25,760
Admiral Appliances 13,500
Admiral TV Sets 12,260

Aerojet General Corp. $27,820
Employment 27,820

Affiliated Super Markets $132,110
Food Stores 132,110

A & I Distributors $26,540
Dairy Products 26,150
Zerone & Zerex 390

Alberto-Culver Co. $93,010
VO-5 Cosmetics 54,010
VO-5 Hair Preparation 39,000

Alkaid Corp. $298,130
Alkaids 298,130

Allen's Revival Hour $49,930
Religion 49,930

Alles & Fisher, Inc. $51,060
J. A. Cigars 51,060

Alliance Mfg. Co. $201,420
Lift-A-Door 41,000
Remote Instant Tuner 220
Seigler Heaters 1,730
Tenna Rotor 158,210
Tenna Scope 260

Allied Gas Companies $23,380
Gas Service 23,380

Aluminum Co. of America $53,940
Alcoa Aluminum Products 9,450
Alcoa Foil Wrap 44,360
Paint 130

Amana Refrigeration, Inc. $32,810
Amana Air Conditioners 580
Amana Food Freezer 28,790
Amana Food & Freezer Plan 3,440

Amend, Fred W., Company $146,380
Chuckles Candy 146,380

American Bakeries Co. $797,330
Bunny Bread 17,220
Cook Book Bread 33,460
Grennan Cake 115,830
Merita Bread 139,650
Merita Cake 24,870
Taystee Bread 466,300

American Beauty Macaroni $26,310
Chili-Roni 3,630
Macaroni 22,140
Noodles 540

American Beauty Mattress Co. $29,930
American Beauty Mattress 29,930

American Bird Food Mfg. $33,280
American 3 Vees Bird Food 33,280

American Brewery, Inc. $181,200
American Beer 181,200

American Brewing Co. $234,160
Regal Beer 229,370
Royal Beer 4,790

American Character Doll $118,120
Dolls $118,120

American Chicle Co. $1,480,380
Adams Clove Gum 34,060
Beeman's Gum 141,000
Certs 102,670
Chiclets 86,390
Clorets 360,190
Dentyne 383,770
Rolaids 372,300

American Crystal Sugar Co. $44,340
Candy 22,640
Crystal Sugar 21,700

American Dairy Ass'n. $94,100
Dairy Products 94,100

American Home Products $1,965,900
Chef Boy-Ar-Dee Quality Foods 1,168,710
Chef Boy-Ar-Dee Ravioli 28,180
Chef Boy-Ar-Dee Sauces 66,200
Dennison's Foods 122,020
G. Washington Instant Coffee 15,330
Aero Shave 24,220
Aero Wax 47,190
Easy-Off Oven Cleaner 27,660
Sani-Flush 1,730
Wizard Deodorizers 28,550
Anacin 141,050
Bisodol 1,280
Duplexin 30,560
Emberstick 10,580
Heet 1,280
Hill's Cold Tablets 810
Kolynos Dentifrice 4,770
Preparation H 228,040
Primatene 17,430
Vital Essence 280

American Kitchens Corp. $26,670
Custom-Made Kitchens 26,670

American Liberty Oil Co. $21,020
Amlico Gas & Oil 21,020

American Motors Corp. $128,910
Hudson Cars 580
Kelvinator Appliances 68,710
Nash Cars 59,620

American Oil Co. $50,060
Amoco Gas & Oil 45,080
Super Permalube Motor Oil 4,980

Amer. Rad. & Stand. San. Corp. $37,490
Amer. Stand. Heating Equip. 6,600
Amer. Stand. Plumb. Fixtures 16,200
Sunbeam Air Conditioners 1,210
Youngstown Kitchens 13,480

American Safety Razor Co. $237,950
Gem Razors & Blades 237,950

American Sheep Prod. Council $69,850
Lamb Products 69,850

American Snuff Co. $156,560
Bull of the Wood Chew Tob. 55,700
Dental Snuff 10,400
Garrett's Snuff 43,580
Sweet Peach Snuff 46,880

American Soul Clinic $34,080
Religion 34,080

American Sta-Dri Co. $28,060
Sta-Dri Paint 28,060

American Stores Co. $409,240
Food Stores 409,240

American Sugar Refining $313,560
Domino Sugar 253,890
Franklin Sugar 22,280
Sunny Cane Sugar 37,390

American Tel. & Tel.* $3,800,990

American Tobacco Co. $1,206,280
Herbert Tareyton Cigarettes 28,800
Hit Parade Cigarettes 668,340
Lucky Strike Cigarettes 118,570
Pall Mall Cigarettes 390,570

American Toy Co. $65,770
Toys 65,770

Anchor San. & Amer. Heating $113,930
Heating Supplies 113,930

Anderson, Clayton & Co. $371,720
Flair Shortening 16,180
Foods 20,660
Meadolake Margarine 11,050
Mrs. Tucker's Margarine 47,170
Mrs. Tucker's Shortening 276,660

Anderson Prichard Oil Co. $25,300
Gas & Oil 25,300

Anheuser-Busch, Inc. $1,534,680
Bud Waffle Syrup 8,140
Budweiser Ale 7,990
Budweiser Beer 1,154,210
Busch Bavarian Beer 364,340

Antell, Charles, Inc. $2,774,170
Charles Antell Cosmetics 1,686,160
Charles Antell Spray Net 31,410
Chignon 120
Custom Mop 110
Formula #9 Hair Cream 112,190
Formula #9 Shampoo 221,330
Hair Curlers 470
Reddi Kit 140
Sando Reducing Aid 35,900
Slim Magic 194,130
Star Nail 8,930
Super Lanolin Liquid Makeup 483,280

Appalachian Electric Power Co. $56,190
Electrical Appliances 56,190

Arbogast & Bastian, Inc. $25,460
Meats 25,460

Arena, V., & Sons, Inc. $21,280
Conte Luna Spaghetti 21,280

Arizona Brewing Co. $87,240
A-1 Pilsener Beer 87,240

Armour & Co. $877,400
Armour Flash Frozen Meats 56,130
Cloverbloom Margarine 204,350
Dairy Products 347,010
Dash Dog Food 16,480
Dial Shampoo 20,770
Dial Soap 21,970
Gee Detergent 4,710
Liquid Chiffon 5,360
Meats 186,960
Poultry 690
Vegtol 30,970

Armstrong Rubber Co. $504,100
Armstrong Tires 504,100

Arnold Bakeries, Inc. $252,180
Arnold Bread 207,890
Bakery Products 6,500
Cookies 37,790

Arnold, Schwinn & Co. $31,870
Schwinn 31,870

Arrowhead-Puritas Waters $52,360
Puritas Bottled Water 52,360

Ashland Oil & Refining Co. $49,020
Ashland Gas & Oil 49,020

Associated Food Stores $62,490

Associated Hospital Service $473,010
Blue Cross Hospitalization 399,440
Blue Shield 73,570

Associated Products, Inc. $1,223,040
Rival Dog Food 509,160
5 Day Deodorant Pads 713,880

Associates Finance Co. $58,520
Loans 58,520

Atchison-Topeka-Santa Fe $133,650
Rail Travel 133,650

Atlanta Baking Co. $61,150
Baked Goods 61,150

Atlanta Dairies Co-Op $22,300
Dairy Products 22,300

Atlanta Gas Light Co. $49,400

Atlantic Refining Co. $320,580
Atlantic Gas & Oil 320,580

Atlas Brewing Co. $34,460
Atlas Prager Beer 34,460

Avon Products, Inc. $1,307,680
Avon Cosmetics 1,307,680

Avoset Co. $478,280
Avoset Dairy Cream 8,180
Qwip Whipped Cream 470,100

Awrey's Bakery $36,050
Baked Goods 36,050

B

B. C. Remedy Co. $514,490
B. C. Remedies 514,490

B. T. Babbitt Co., Inc. $688,120
AM-O Instant Powd. Ammonia 8,870
BAB-O Cleanser 390,060
Cameo Cleanser 12,730
Glim Detergent 276,460

B. V. D. Co., Inc. $52,730
B.V.D. Underwear 52,730

Baird's, Mrs., Bakery $378,990
Baird Bread 378,990

Balentine Packing Co. $45,040
Meat Products 45,040

Ballantine, P., & Sons $1,852,280
Ballantine Ale 1,253,390
Ballantine Beer 598,890

Bama Co. $21,680
Jams & Jellies 18,150
Peanut Butter 3,530

Bank of America $462,120

Banquet Canning Co. $38,280
Caper Dog Food 33,250
Frozen Foods 5,030

Barbasol Co. $84,900
Barbasol Shave Cream 84,900

Barcolene Co. $94,110
Barcolene All-Purpose Cleaner 94,110

Bardahl Oil Co. $347,110
Oil Additive 347,110

Bartolomeo Pio, Inc. $37,470
Pio Wines 37,470

Basco Co. $20,740
Basco 20,740

Bauer & Black $23,430
Curads 19,130
Curity Surgical Dressings 4,300

Bavarian Brewing Co. $276,840
Bavarian Beer 276,840

Bayuk Cigars Co. $77,290
Bayuk Cigars 17,200
Phillies Cigars 57,490
Webster Cigars 2,600

Beacon Co. $127,640
Beacon Floor Wax 127,640

Beatrice Foods Co. $356,870
LaChoy Chinese Foods 41,490
Magic Freeze 130
Make-A-Shake Milk Shakes 34,500
Meadow Gold Dairy Products 271,910
Meadow Gold Ice Cream 4,510
Vegemato Juice 4,330

Beaver's Packing Co. $31,200
Canned Meats 31,200

Beech-Nut Life Savers, Inc. $1,219,560
Beech-Nut Baby Foods 160,970
Beech-Nut Gums 1,058,590

Bekin's Van & Storage Co. $113,390
Moving & Storage 113,390

Bell Bakeries, Inc. $66,880
Bell Bread 1,740
Dandee Bread 65,140

Bell Brands Food, Ltd. $48,350
Potato Chips 15,250
Various Foods 33,100

Belle Meade Biscuit Co. $31,240
Crackers & Cookies 31,240

Beneficial Management $54,350
Loans 54,350

Bennett's Eastside Paint $29,060
Paint 29,060

Benrus Watch Co. $1,291,140
Benrus Watches 1,291,140

Benton, Bill, Clothes $186,070

Best Foods, Inc. $914,550
Farina Cake Flour 23,380
French Dressing 8,830
Gold Plate Foods 17,090
Hellmann's Mayonnaise 268,590
H-O Oats 143,510
Nucoa Margarine 218,950
Presto Cake Flour 83,720
Rit 1,300
Skippy Peanut Butter 149,180

Best Markets $30,490
Food Stores 30,490

Bethlehem Steel Co. $181,510
Steel Products 181,510

Better Living Enterprises $1,312,440
Appliances 603,270
Storm Windows 43,940
Super Jet Spray Gun 12,770
Toys 7,600
T. W. O. Dietary Aid 8,660
Various Household Products 636,200

Big Bear Markets $25,980
Food Stores 25,980

Biggie Furniture Co. $34,550

Bishop, Hazel, Inc. $135,820
Cosmetics 135,820

Bison Cheese Co. $21,880
Cheese 21,880

Bissell Carpet Sweeper Co. $147,210
Bissell Carpet Sweeper 147,210

Blatz Brewing Co. $330,710
Blatz Beer 259,740
Tempo Beer 68,700
Triangle Beer 2,270

Block Drug Co. $1,937,800
Ammident 450,070
Greenmint Mouthwash 41,960
Laxium 35,290
Nytol 738,000
Omega Oil 5,640
Polident 421,310
Poli-Grip 167,230
Sentrol 11,740
Stera-Kleen Denture Clnsr. 66,560

Blue Plate Foods, Inc. $566,340
Blue Plate Coffee Reg. 18,300
Jams & Jellies 117,520
Margarine 8,170
Mayonnaise 90,130

CONTINUED THROUGH PAGE 185

1956 TV SPOT SPENDING BY BRAND

Peanut Butter 17,750
Salad Dressing 24,780
Various Food Products 289,690

Blumenthal Bros. Choc. Co. $97,230
Candy 97,230

Bohemian Brewing Co. $37,930
Bohemian Beer 37,930

Boise-Payette Lumber Co. $23,870
Building Supplies 23,870

Bon-Ami Co. $288,820
Bon Ami 288,820

Bond Clothing Stores, Inc. $333,250

Bonne Bell, Inc. $66,740
Cosmetics 66,740

Bonnie Dog Food Co. $21,120

Booth Bottling Co., Inc. $24,130
Booth's Beverages 24,130

Borden Co. $1,483,500
Bake-N-Eat Biscuits 7,280
Borden's Inst. Coffee 719,740
Dairy Products 597,310
Elmer's Glue-All 1,100
Ice Cream 151,830
Salad Dressing 910
Starlac 5,330

Bostwick Laboratories $71,530
Hep Insecticide 5,460
Hep Oven Cleaner 66,070

Bowman Biscuit Co. $169,890
Supreme Cracker & Cookies 169,890

Boyer International Labs. $33,010
H-A Hair Arranger 33,010

Brading Breweries, Ltd. $66,740
Beer 66,740

Bradley Toy Co. $27,140
Toys 27,140

Branscombe, J. B., Co. $53,880
Hair Trimmer 70
Rolliton Paint Roller 42,040
Speedy Ross Exerciser 11,770

Braun Baking Co. $114,400
Roman Meal Bread 114,400

Breck, John H., Inc. $30,440
Breck Hair & Scalp Prep 620
Breck Shampoo 26,520
Hair Mist 3,300

Breyer Ice Cream Co. $315,490
Ice Cream 315,490

Bridgeport Brass Co. $25,920
Aer-A-Sol Insecticides 25,920

Brillo Mfg. Co. $106,300
Brillo Cleanser 22,750
Brillo Soap Pads 83,550

Bristol-Myers Co. $864,040
Ammen's Antiseptic Powder 36,990
Ban Deodorant 108,680
Bufferin 501,510
Ipana Dentifrices 31,130
Mum Deodorants 9,510
Sal Hepatica 4,380
Sentry Dentrifice 107,450
Theraban 17,720
Vitalis Hair Creme 15,520
Vitalis Hair Tonic 31,150

Brock Hall Dairy Co. $33,590
Dairy Products 33,590

Brondow, Inc. $20,240
Breath-O-Pine Disinfectant 20,240

Brown & Haley $166,870
Candy Bars 166,870

Brown Shoe Co. $383,050
Buster Brown Shoes 265,560
Robin Hood Shoes 117,490

Brown & Williamson Tobacco Co. $11,288,620
DuMaurier 421,680
Kool 3,743,420
Raleigh 1,733,680
Tube Rose Snuff 16,550
Viceroy 5,373,290

Brownell & Field Co. $49,850
Autocrat Coffee Inst./Reg. 2,100
Autocrat Coffee Reg. 28,050
Autocrat Coffee Syrup 17,330
Autocrat Fine Foods 2,370

Bruce, E. L., Co. $92,810
Floor Cleaner 31,360
Floor Wax 61,450

Buitoni Products, Inc. $622,460
Buitoni Sauces 156,810
Macaroni & Spaghetti 465,650

Bulova Watch Co. $4,298,650

Bunker Hill Food Co. $22,040
Bunker Hill Canned Beef 520
Bunker Hill Canned Meats 4,110
Food Products 17,410

Burger Brewing Co. $179,010
Burger Ale 60,530
Burger Beer 118,480

Burgermeister Brewing Corp. $663,080
Burgermeister Beer 663,080

Buring, Nat, Packing Co. $25,780
King Cotton Products 25,780

Burma-Vita Co. $60,120
Burma-Shave 60,120

Burrus Mills, Inc. $80,760
Lightcrust Cake Mix 300
Lightcrust Flour 67,940
Lightcrust Shortening 12,520

Burry Biscuit Corp. $98,630
Burry's Cookies & Crackers 95,190
12 Treat Ice Cream Cookies 3,440

Burton Dixie Corp./Dlrs. $45,910
Slumber-on-Mattresses 45,910

Bu-Tay Products, Inc. $32,640
Diapersweet 1,760
George Detergent 11,870
Rain Drops Water Conditioner 19,510

Buten, M., & Sons $32,740
Buten Paints 32,740

Butterfield Canning Co. $23,930
Butterfield Potatoes 23,930

Bymart-Tintair, Inc. $43,840
Tintair 43,840

C

CVA Corp. $328,180
Cresta Blanca Wine 5,850
Roma Wine 322,330

Cabell's Dairies $55,230
Dairy Products 55,230

Cadillac Deluxe Wine Co. $37,570
Cadillac Wine 37,570

Cain, John E., Co. $35,480
Mayonnaise 35,480

Cain's Coffee Co. $124,950
Cain's Coffee Inst. 31,370
Cain's Coffee Inst./Reg. 12,960
Cain's Coffee Reg. 77,300
Cain's Tea Reg. 3,320

Cal Fame Co. $63,730
Foods 1,620
Mambo Punch 1,080
Orange Juice 61,030

California Federal Sav. $46,640
Banking 46,640

California Spray Chemical $38,060
Agricultural & Garden Pest 24,080
Ortho Garden Sprays 5,680
Cal-Spray 8,300

California Wine Adv. Board $50,110
Wine 50,110

California Wine Assn. $92,450
Eleven Cellars Wine 69,940
Wines 22,510

Calo Dog Foods, Inc. $42,400
Calo Cat Food 6,300
Calo Dog Food 36,100

Caloric Stove Corp. $24,560
Caloric Gas Ranges 24,560

Campbell-Sell Baking Co. $48,370
Hollywood Bread 7,040
Sunbeam Baked Goods 41,330

Campbell, Harry T. Sons $107,380
Sakrete Dry Mix Cement 107,380

Campbell Soup Co. $1,196,340
Campbells Canned Soups 588,660
Campbells Frozen Fruit Juices 390
Campbell Frozen Soups 554,800
Campbells Pork & Beans 50,430
Franco-American Spaghetti 390
Swanson Frozen Foods 1,670

Canada Dry Co./Bottlers $360,430
Canada Dry Ginger Ale 232,990
Canada Dry Soft Drinks 123,350
Canada Dry Sparkling Water 4,090

Canadian Brewing Co. $161,330
Bradings Ale 44,060
Bradings Beer 1,450
Dow Beer 27,120
O Keefes Ale 88,700

Canadian Food Products $26,160
Foods 26,160

Canadian National Railway $73,610
Rail Travel 73,610

Canfield Oil Co. $23,310
Canfield Gas & Oil 23,310

Cantrell & Cochrane Corp. $241,520
Batter-Up Pancake Mix 48,480
Super Coola Soft Drinks 193,040

Carbona Products Co. $34,250
Carbona Rug Cleaner 2,390
Carbona Shoe Polish 31,860

Carey Salt Co. $50,800
Salt 50,800

Cardinal Distr. $27,940
Mobilgas 27,940

Cargill, Inc. $158,190
Nutrena Dog Food 155,680
Nutrena Feeds 2,510

Carling Brewing Co., Inc. $1,348,860
Carling's Black Label Beer 905,410
Carling's Red Cap Ale 279,440
Stag Beer 164,010

Carnation Co. $1,154,340
Alber's Cereals 24,000
Alber's Cornflakes 56,440
Alber's Flapjack Mix 29,750
Alber's Oats 16,490
Carnation Corn Flakes 6,420
Carnation Malted Milk 3,510
Dairy Products 121,510
Damascus Milk 6,300
Evaporated Milk 129,190
Friskies Dog Food 671,080
Gold Cross Milk 16,430
Ice Cream 12,870
Instant Chocolate Milk 26,090
Instant Milk 25,330
Topic Canned Milk 8,930

Carolina Power & Light Co. $37,360
Public Utilities 37,360

Carolina Sales Corp. $26,610
ABC Appliances 3,000
Duo Therm 180
Duo Trim 1,380
Kelvinator Appliances 18,210
Sylvania Appliances 3,300
U. S. Airco 540

Carrier Corp. $63,980
Carrier Air Conditioners 63,140
Refrigeration Equipment 840

Carter Products, Inc. $4,535,210
Arrid Deodorant 1,470,260
Carter's Little Liverpills 1,202,670
Colonaids 310
Nair 1,074,830
Rise Shaving Cream 787,140

Carvel Co. $56,830
Ice Cream 56,830

Casco Products Corp. $29,830
Casco Iron 19,700
Heating Pads 10,130

Castro Convertible Co. $300,400
Sofa Beds 300,400

Catalina Steamship Lines $22,640
Boat Travel 22,640

Celanese Corp. of America $63,920
Arnel 63,920

Central Power & Light Co. $25,390
Public Utilities 25,390

Challenge Cream & Butter $29,540
Dairy Products 29,540

Chapman, Gordon Co. $31,080
Grenadier Mattresses 31,080

Charbonneau Packing Co. $65,450
Tree Top Apple Juice 65,450

Charmin Paper Mills $208,960
Napkins 92,850
Tissues 86,300
Towels 29,810

Chattanooga Medicine Co. $199,820
Black Draught 142,060
Soltice Balm Rub 52,990
Velvo Cough Syrup 4,770

Chemical Corp. of America $60,380
Freewax 60,380

Cheesebrough-Ponds, Inc. $1,425,440
Angel Clean 45,880
Lip Ice 2,510
Ponds Cosmetics 12,860
Ponds Face Cream 2,490
Ponds Hand Cream 45,320
Val Cream 35,580
Vaseline Hair Tonic 1,234,960
Vaseline Products 45,840

Chesty Foods, Inc. $188,830
Potato Chips 188,830

Chicago Beverage Co. $28,250
Old Colony Soft Drinks 28,250

Chock-Full-O Nuts $308,350
Coffee Regular 308,350

Christian Science Comm. $37,450
Religion 37,450

Chrysler Corp. $1,914,160
Airtemp Heating 3,040
All Chrysler Corp., Cars 28,570
Chrysler Cars 331,950
DeSoto Cars 5,810
Dodge Cars 511,240
Plymouth Cars 1,033,550

Chunky Chocolate Corp. $195,850
Chunkies Candy 195,850

Church & Dwight Co., Inc. $51,140
Arm & Hammer Sal Soda 51,140

Circus Foods, Inc. $39,390
Peanuts 39,390

Cities Service Co. $271,830
Cities Service Gas & Oil 271,830

Citizens Mutual Insurance Corp. $42,620
Insurance 42,620

Clairol, Inc. $128,010
Miss. Clairol 128,010

Clark, D. L. Co. $147,290
Clark Candy Bars 147,290

Climalene Co. $29,550
Spin 29,550

Clinton Merchandising Corp. $383,410
Clothing 383,410

Cliquot Club Co./Bottlers $43,470
Ginger Ale 34,350
Soft Drinks 8,640
Sparkling Water 480

Clorox Chemical Co. $675,660
Clorox 675,660

Clougherty Packing Co. $55,980
Farmer John Meats 55,980

Coast Federal Sav & Loan Assoc. $148,110

Coats & Clark's Sales Corp. $114,970
Crown Zippers 114,580
Thread 390

Coble Dairies $43,470
Dairy Products 43,470

Coca-Cola Co./Bottlers $3,697,460
Buck Beverage 7,660
Coca-Cola 3,683,910
Delish Bottled Drinks 5,720
76 170

Coffee Time Products of America $49,600
Coffee Time Beverages 24,800
Coffee Time Syrup 24,800

Colgate-Palmolive Co. $7,314,700
Ad Detergent 167,320
Ajax Cleanser 144,420
Brisk Dentifrice 1,447,160
Cashmere Bouquet Soap 22,730
Colgate Bar Soap 193,230
Colgate Dental Cream 2,539,320
Colgate Lustre Net 8,240
Colgate Shave Cream 442,500
Deodorant Beauty Soap 253,800
Fab Detergent 65,880
Florient Deodorizer 7,630
Glance Shampoo 5,200
Halo Shampoo 280,910
Kan-Kil 1,880
Lustre-Creme Shampoo 23,430
Merry Detergent 46,640
Palmolive Shave Cream 498,240
Palmolive Shave Lotion 2,660
Palmolive Soap 7,560
Rapid Shave Cream 343,080
Vel Beauty Bar 131,120
Vel Detergent 598,660
Veto Deodorant 83,090

College Inn Food Products $32,090
Soups 15,720
Tomato Juice 16,370

Collins Baking Co. $56,710
Colonial Bread 56,710

Colonial Baking Co. $253,830
Bread 253,830

Colonial Stores, Inc. $274,620
Food Stores 274,620

Colorado Milling & Elevator Co. $49,330
Diamond M Flour 4,030
Full Cream Flour 1,730
Hungarian Flour 36,310
Major C Flour 1,410
Pikes Peak Flour 310

They may laugh when you sit down at the tuba, but...

Nielsen proves you're right about WKZO-TV in KALAMAZOO–GRAND RAPIDS

WKZO-TV delivers more viewers nighttime DAILY than the second station delivers MONTHLY, day or night! Ask Avery-Knodel for ALL the comparisons!

NIELSEN NCS No. 2, NOVEMBER, 1956

Station	No. of TV Homes in Area	Monthly Homes Reached	DAYTIME Weekly NCS Circ.	DAYTIME Daily NCS Circ.	NIGHTTIME Weekly NCS Circ.	NIGHTTIME Daily NCS Circ.
WKZO-TV	633,120	489,170	421,820	292,720	464,530	378,080
Station B	512,980	372,000	310,720	203,170	348,140	278,660

AM – TV – FM

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS

WKZO-TV

100,000 WATTS • CHANNEL 3 • 1000′ TOWER

Kalamazoo-Grand Rapids and Greater Western Michigan

Avery-Knodel, Inc., Exclusive National Representatives

1956 TV SPOT SPENDING BY BRAND

Ranch-Way Feeds 5,540

Columbia Baking Co. **$105,050**
Champ Bread 1,620
Hollywood Bread 31,220
Southern Bread 59,590
Southern Cake 12,620

Columbia Broadcasting System **$528,580**
CBS Columbia TV Sets 24,870
Columbia Records 422,490
Record Players 81,220

Columbia Pictures Corp. **$87,160**
Movie Publicity 87,160

Commercial Solvents Corp. **$241,890**
Norway Anti-Freeze 58,270
Peak Anti-Freeze 183,620

Commonwealth Edison Co. **$150,600**
Utilities 150,600

Conn. Milk Producers Assn. **$76,350**
Dairy Products 76,350

Conn. Refining Co. **$22,880**
Benzoline 22,880

Consolidated Cigar Co. **$21,610**
Dutch Master Cigars 21,610

Consumers Co-Op Assn. **$32,130**
Farmers Co-Op 32,130

Continental Baking Co. **$5,732,480**
Certified Bread 14,520
County Fair Bread 33,480
Daffodil Farm Bread 56,280
Fruit Cake 1,330
Hall Pride Cake 2,970
Hostess Cakes 719,400
Morton Frozen Foods 1,160,270
Profile Bread 975,460
Staff Bread 292,400
Twinkies 75,600
Wonder Bread 2,366,080
Wonder Brown & Serve Rolls 3,770
Wonder Buns 25,050
Wonder Rolls 5,870

Continental Oil Co. **$507,900**
Conoco Gas & Oil 507,900

Continental Trailways **$101,900**
Bus Travel 101,900

Cook Paint & Varnish Co. **$92,640**
Paint & Varnish 92,640

Coors, Adolph, Brewing Corp. **$33,890**
Coors Beer 33,890

Copeland Sausage Co. **$37,190**
Sausages & Meats 37,190

Corn Products Refining Co. **$2,849,350**
Bosco Chocolate Syrup 1,842,280
Karo Frosting 30,280
Karo Table Syrup 23,590
Kasco Dog Food 308,520
Mazola Oil 91,910
Niagara Starch 145,630
Instant Cake Frosting 8,820
Nu-Soft Fabric Softener 372,070
Saybon 22,090
Zuma Salad Dressing 4,160

Corning Glass Works **$36,080**
Pyrex Dinnerware 5,710
Pyrex Ovenwear 30,370

Cosden Petroleum Co. **$44,740**
Cosden Gas & Oil 44,740

Cott Beverages, Inc./Bottlers **$118,820**
Soft Drinks 118,820

Coty, Inc. **$458,560**
Cosmetics 412,940
Coty 24 Lipstick 14,840
Perfume 30,780

Cracker Jack Co. **$20,800**
Campfire Marshmallows 8,010
Cracker Jack 12,790

Cream of Wheat Corp. **$707,840**
Cream of Wheat 707,390
Zing 450

Creomulsion Co. **$38,290**
Creomulsion 34,300
Creozets 3,990

Cribben & Sexton Co. **$26,550**
Universal Gas Ranges 26,550

Crocker Anglo National Bank **$106,490**

Cromwell Oil Co. **$48,900**
Oil 48,900

Crowell-Collier Publ. Co. **$24,050**
Collier's Magazine 22,050
Woman's Home Companion 2,000

Crown Rest Bedding Co. **$44,160**
Air King Mattress 44,160

Crown-Zellerbach Corp. **$111,080**
Chiffon Toilet Tissue 65,220
Paper Products 40,490
Zee Paper Napkins 2,380
Zee Tissue 2,990

Cudahy Brothers Co. **$45,550**
Meats 45,550

Culligan Soft Water Ser. **$48,050**
Water Softener 48,050

Robert Curley Co. **$67,980**
Hair Oil 6,860
Hair Styling Kit 57,480
Spencer Foot Care 3,640

Helene Curtis Industries **$247,440**
Cosmetics 36,630
Enden Shampoo 121,310
42 Hair Cream 760
42 Hair Oil 620
42 Shampoo 1,000
King's Men After-Shave Lotion 250
King's Men Deodorant 1,150
King's Men Hair Dressing 630
King's Men Toiletries 29,610
Sho Curl 380
Spray Net 55,100

Curtis Publishing Co. **$43,430**
Holiday Magazine 260
Ladies' Home Journal 30,560
Saturday Evening Post 12,610

Curtiss Candy Co. **$54,000**
Baby Ruth Candy 6,600
Candy 47,400

D

D-W-G Cigar Corp. **$20,640**
R. G. Dun Cigars 20,640

D-X Sunray Oil Co. **$327,050**
D-X Gas & Oil 327,050

Dairy Queen Co. **$36,250**
Dairy Products 9,710
Ice Cream 26,540

Dairymen's League Co-Op **$112,720**
Dairylea Dairy Products 83,780
Dairylea Ice Cream 28,940

Dan River Mills, Inc. **$63,070**
Cotton Fabrics 63,070

Dandee Pretzel & Potato Chip **$32,190**
Potato Chips 29,530
Pretzels 2,660

Dandricide Co. **$40,140**
Dandricide 40,140

Dannon Milk Products **$39,250**
Dannon Yogurt 39,250

Davis, R. B., Co. **$35,580**
Cocomalt 30,880
Swel Frosting 4,700

Daws Drug Co. **$70,870**
Drug Stores 70,870

Dawson Brewing Co. **$65,120**
Dawson's Ale 25,660
Dawson's Lager Beer 39,460

D-Con Co. **$143,960**
M-O-Lene Rug & Drape Cleaner 122,350
Moth Proof 300
Rat Poison 21,310

Dean Milk Co. **$73,580**
Dairy Products 73,580

Deep Rock Oil Corp. **$107,230**
Deep Rock Gas & Oil 107,230

Deering, Milliken & Co. **$131,070**
Agilon Hosiery 29,010
Fabrics 47,670
Hosiery 17,000
Milium 37,390

De Kalb Agricultural Assn. **$23,210**
Hybrid Corn 23,210

Delchamps, Inc. **$34,740**
Food Stores 34,740

Delta Air Lines, Inc. **$186,940**

Democratic Party **$453,260**

Denalan Co. **$30,060**
Dental Plate Cleanser 30,060

Denise Hosiery Co. **$35,440**

Des Moines Register Tribune **$55,260**
Newspaper 55,260

Detroit Auto Inter-Ins. Exchange **$63,410**
Auto Club 20,260
Auto Insurance 43,150

Diamond Crystal Salt Co. **$30,770**
Diamond Crystal Salt 30,770

Diamond Spring Brewery **$22,470**
Holihan Beer & Ale 22,470

Dierk's Forests **$22,390**
Fence Posts 22,390

Dixie Brewing Co. **$34,170**
Dixie 45 Beer 34,170

Dobler Brewing Co., Inc. **$36,880**
Dobler Ale 30,100
Dobler Beer 6,780

Doeskin Products, Inc. **$95,050**
Doeskin Facial Tissues 95,050

Donaldson Baking Co. **$27,360**
Bakery Products 27,360

Donnelly, Reuben H., Co. **$190,920**
Yellow Pages 190,920

Dormin, Inc. **$762,720**
Pellex 313,190
Dormin Sleeping Capsules 449,530

Double Cola Co. **$43,700**
Double Cola 43,700

Douglas Aircraft Co., Inc. **$37,140**
Institutional 37,140

Dow Chemical Co. **$115,090**
Saran Wrap 115,090

Drackett Co. **$493,910**
Dazy Air Freshener 34,480
Drano Cleanser 239,720
Windex Cleanser 219,710

Drake's Refineries **$20,280**
Gas & Oil 20,280

Drew, E. F., Co., Inc. **$376,180**
Tri-Nut Margarine 376,180

Drewry's Ltd. **$606,970**
Atlas Prager Beer 2,250
Drewry's Ale 16,680
Drewry's Beer 521,680
Edelweiss Beer 66,360

Dri-Zit Corp. **$53,950**
Dri-Zit Deodorizer 53,950

Drug Research Corp. **$209,910**
Sustamin 2-12 209,910

Dubois Brewing Co. **$48,330**
Beer 48,330

Duffy-Mott Co. **$572,150**
Apple Products 570,110
Sunsweet Prune Juice 2,040

Dulany, John H., & Son **$21,340**
Frozen Foods 21,340

Dulaney's **$52,690**
RCA Appliances 17,610
RCA Radios 16,710
RCA TV Sets 18,370

Duncan Coffee Co. **$700,210**
Admiration Coffee Inst. 9,790
Admiration Coffee Reg. 39,600
Admiration Coffee Inst./Reg. 173,260
Maryland Club Coffee Inst. 52,200
Maryland Club Coffee Inst./Reg. 304,020
Maryland Club Coffee Reg. 121,340

Dunfee Brokerage **$31,160**
Blink Bleach 2,340
D-Con Rat Poison 18,730
Luck's Beans 8,700
Real-Kill 1,390

Du Pont, E. I., De Nemours **$942,180**
Duco Paints 108,070
DuPont Car Wax 289,830
DuPont Nylon Sheets 4,260
DuPont Safety Wax 11,670
Institutional 222,270
Motor Oil Additive 660
Nylon Products 3,120
Remington Guns & Ammunition 35,940
Rosebush Insecticide 44,830
Zerex & Zerone Anti-Freeze 221,530

Duquesne Brewing Co. **$512,800**
Duquesne Ale 27,300
Duquesne Beer 485,500

Durkee Famous Foods, Inc. **$20,030**
Durkee Margarine 13,230
Durkee Oil 4,090
Durkee Salad Dressing 1,100
Durkee Various Foods 1,610

Dusorb Sales Corp. **$20,850**
Dusorb Cleaner 20,850

E

E & B Brewing Co. **$96,410**
Ale 83,460
Beer 12,950

Eagle Bedding Co. **$27,290**
Mattresses 27,290

East Ohio Gas Co. **$142,360**
Appliances 136,690
Tri-Mor Furniture 5,670

Eastco, Inc. **$195,900**
Clearasil Complexion Cream 67,670
Espotabs 121,810
Scratch-Ex Dog Powder 6,420

Eastern Air Lines, Inc. **$219,000**
Air Travel 219,000

Eastern Guild **$319,620**
Various Household Products 319,620

Eastman Kodak Co. **$229,740**
Cameras 160,590
Films 69,150

Easy Add Co. **$25,980**
Addiator Adding Machine 25,980

Eavey Groceries **$292,980**
Food Stores 292,980

Economics Laboratory, Inc. **$93,380**
Soil-Off 93,380

Edelstein Foods **$21,670**
Tuxedo Cheese 21,670

Ehlers, Albert, Inc. **$82,580**
Ehlers Coffee Inst. 52,900
Ehlers Coffee Inst./Reg. 1,620
Ehlers Coffee Reg. 28,060

Electric Auto-Lite Co. **$61,350**
Batteries 60,570
Spark Plugs 780

Electric Power Board **$20,800**
Electrical Appliances 20,800

Emerson Drug Co. **$562,660**
Bromo Seltzer 511,640
Fizzies 51,020

Emerson Electric Mfg. Co. **$41,060**
Fans 41,060

Emerson Radio & Phono. **$52,370**
Emerson Radios 26,730
Emerson TV Sets 25,640

Englander Co./Dealers **$117,210**
Mattresses 117,210

Erie Brewing Co. **$35,440**
Beer 3,900
Koehler's Beer 31,540

Escalante, Jose, & Co. **$24,020**
Corina Lark Cigars 24,020

Esslinger's, Inc. **$101,420**
Beer 101,420

Esso Standard Oil Co. **$2,192,040**
Esso Gas & Oil 2,190,780
Flit 1,260

Evans Co. **$26,560**
Evans Farm Sausage 26,560

Evergreen Mills, Inc. **$46,790**
Evergreen Feeds 46,790

Eversharp, Inc. **$41,310**
Eversharp Pencils 4,680
Eversharp Pens 36,630

Ex-Lax, Inc. **$107,760**
Ex-Lax 107,760

Express Publishing Co. **$27,820**
San Antonio News 27,820

Exquisite Form Brassiere **$69,330**
Brassieres 69,330

F

Fairmont Foods Co. **$139,740**
Dairy Products 78,570
Frozen Foods 1,430
Ice Cream 31,590
Orange Juice 760
Various Food Products 27,390

Faith For Today, Inc. **$102,190**
Religion 102,190

Falls City Brewing Co. **$98,720**
Beer 98,720

Falstaff Brewing Corp. **$1,224,430**
Falstaff Beer 1,224,430

Fant Milling Co. **$22,890**
Gladiola Flour 17,640
Sun-Glo Feeds 5,250

Fanny Farmer Candy Shops **$148,040**

Farmers Auto of Pekin **$21,840**
Insurance 21,840

Father John's Medicine Co. **$40,400**
Father John's Medicine 40,400

Faygo Beverage Co. **$38,490**
Ginger Ale 38,490

Fedway Dept. Stores **$29,780**

Fehr Baking Co. **$69,360**
Fair-Maid Bread 63,310
Fair-Maid Cake 6,050

Fehr, Frank P., Brewing Co. **$42,690**
Fehr Liquid Gold Beer 9,870
Fehr X. L. Beer 32,820

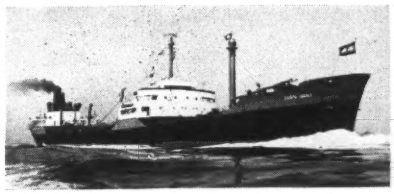
Sam Taber

— or why you don't pay more for gasoline

"WE TRANSPORT CRUDE OIL 665 MILES FOR ABOUT 1c A GALLON."

"The oil companies have come up with a lot of advances to meet competition and keep customers.

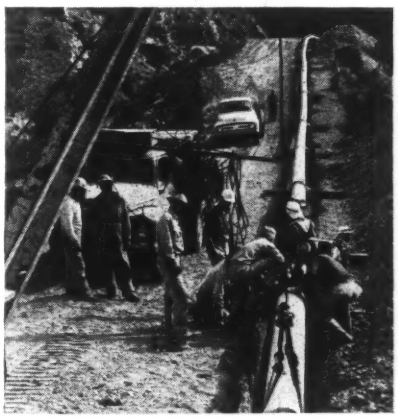
"Nothing, it seems to me, illustrates this better than the efficiency of the transportation system they've developed.



"If you were to mail a gallon of gasoline from Los Angeles to Seattle, for example, you'd pay 82c postage.

"For 59c less, Union Oil finds the oil in the ground, sinks a well and pumps it out, pipes it to a refinery, converts the crude oil into finished gasoline, pipes the gasoline from the refinery to the terminal, moves the gasoline by ship from one port to the other, where a truck picks it up and delivers it to your neighborhood service station.

"We then put it in your car, wash your windshield, check your oil, tires, battery and radiator, brush out your car and carry your account for a month before sending you a bill.



"All for 23.1c, if you deduct the 9½c Washington tax on a gallon of gasoline which we collect to build roads.

"On the average, a barrel of Union Oil crude moves 665 miles between the time it leaves the ground and goes into your car as gasoline. Our cost for this trip is about 1c a gallon.

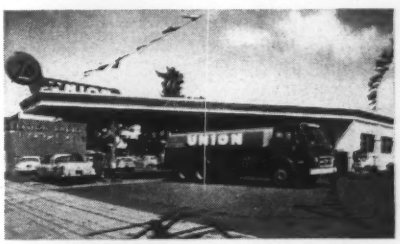
"That's the world's biggest transportation bargain. And one reason why gasoline doesn't cost more than it does."

* * * *

Sam Taber, our Senior Pipeline Engineer, estimates the petroleum companies move more than 4 billion barrels of crude oil and finished product a year by pipeline.

This unique method of moving goods to market was perfected by the oil industry. As was the tank car, the tank truck and the tank ship.

It is the lowest cost transportation system in the world, developed by an intensely competitive industry to keep its prices down.



YOUR COMMENTS ARE INVITED. *Write: The Chairman of the Board, Union Oil Co., Union Oil Bldg., Los Angeles 17, Calif.*

Union Oil Company OF CALIFORNIA

MANUFACTURERS OF ROYAL TRITON, THE AMAZING PURPLE MOTOR OIL

1956 TV SPOT SPENDING BY BRAND

Fels & Co. **$190,870**
Fels Naptha Inst. Granules 153,530
Fels Naptha Soap Chips 37,340

Felton, Sibley & Co., Inc. **$55,060**
Paint 55,060

Fenn Bros., Inc. **$24,120**
Butter Brickle Candy 24,120

Fidelity Storm Window Co. **$23,260**
Roofing & Siding 9,230
Storm Windows 14,030

Filbert, J. H. Inc. **$101,830**
Mrs. Filbert's Margarine 88,880
Mrs. Filbert's Mayonnaise 12,080
Mrs. Filbert's Salad Dressing 870

Fine Products Corp. **$28,980**
Hollingsworth Candy 11,360
Nunnally's Candy 17,620

Fino Food Processing Co. **$25,100**
Coffee Blender 25,100

Firch Baking Co. **$39,080**
Sunbeam Bread 28,170
V-10 Bread 10,910

Firestone Tire & Rubber **$27,970**
Firestone Fomax Mattress 1,630
Firestone Tires 10,580
Velon 80
Firestone Stores 15,680

First Federal Sav. & Loan **$29,920**

Fisher Baking Co. **$56,860**
Bakery Products 23,790
Famlee Bread 910
Fisher Bread 32,160

Fitzgerald Bros. Brew. Co. **$100,120**
Fitzgerald Ale 72,080
Fitzgerald Beer 28,040

Fleetwood Coffee Co. **$75,020**
Fleetwood Coffee-Instant 7,070
Fleetwood Coffee Inst./Reg. 60,880
Fleetwood Coffee-Regular 7,070

Flex Straw Co. **$45,720**
Drinking Straws 45,720

Flexalum Co. **$21,490**
Flexalum Awnings 1,210
Flexalum Venetian Blinds 20,280

Florida Citrus Commission **$1,972,450**
Citrus Products 1,972,450

Florida Fence Co. **$22,800**
Chain Link Fences 22,800

Folger, J. A., & Co. **$1,627,130**
Folgers Coffee Inst. 304,790
Folgers Coffee Inst./Reg. 595,870
Folgers Coffee Reg. 726,470

Food Associates, Inc. **$21,630**
Rose Kist Popcorn 21,630

Food Fair Stores, Inc. **$173,880**

Food Mfgrs., Inc. **$1,344,620**
M & M Candies 1,094,280
Uncle Ben's Rice 250,340

Food Mart, Inc. **$38,200**

Ford Motor Co. **$3,332,620**
Ford Accessories 6,220
Ford Cars 2,981,590
Ford Tractors 26,940
Ford Trucks 113,980
Lincoln Cars 95,990
Mercury Cars 107,900

Foremost Dairies, Inc. **$510,510**
Cheese Cake 390
Dairy Products 496,360
Evaporated Milk 2,730
Ice Cream 11,030

Forest Hill Dairy **$20,020**
Dairy Products 20,020

Foster-Grant Co., Inc. **$28,210**
Sunglasses 28,210

Foster-Milburn Co. **$126,380**
Doans Pills 126,380

Fradelis Frozen Food Corp. **$37,380**
Frozen Foods 37,380

Fragrance Foundation **$41,550**
Perfumes 41,550

Franks Beverage Co. **$31,290**
Soft Drinks 31,290

Fratell Branca & Co. **$20,640**
Bitters 20,640

Freihofer Baking Co. **$109,470**
Lite Diet Bread 1,300
White Diet Bread 108,170

Frenchette Co., Inc. **$198,640**
Frenchette Salad Dressing 198,640

Friend Bros., Inc. **$28,380**
Baked Beans 28,380

Friendship Dairies **$29,560**
Dairy Products 29,560

Frito Co. **$424,190**
Champion Foods 16,780

Geiser's Potato Chips **$33,410**
Potato Chips 29,510
Pretzels 3,900

General Aniline & Film **$20,670**
Ansco Films 20,670

General Appliance Co. **$47,890**
Appliances 1,930
G.E. Appliances 4,320
Philco Appliances 34,220
Whirlpool Appliances 7,420

General Baking Co. **$526,510**
Biscuits 5,850
Bond Bread 405,700
Grossinger's Rye Bread 114,960

General Cigar Co. **$584,270**
Robert Burns Cigarrillos 7,180
Robert Burns Cigars 348,620
Van Dyck Cigars 42,120
White Owl Cigars 186,350

General Electric Co. **$1,039,800**
G.E. Appliances 733,750
G.E. Bulbs 1,500
G.E. Radios 9,410
G.E. Replacement Tubes 960
G.E. TV Sets 10,500
G.E. Washing Machine 99,620
Hotpoint Appliances 157,900
Hotpoint TV Sets 22,730
Telechron Clocks 2,520

Kool Aid 168,600
Kool Shake 44,920
Maple-Del Syrup 9,960
Maxwell House Coffee Inst. 4,318,140
Maxwell House Coffee Inst./Reg. 312,110
Maxwell House Coffee Reg. 831,650
Minute Potatoes 4,370
Minute Rice 6,820
Perkins Lemonade Mix 17,610
Post Toasties 129,090
Post's Cereals 421,820
Post's Grape-Nuts/Flakes 70,570
Post's Sugar Crisp 82,690
Post's Sugar Rice Krinkles 12,890
Sanka Coffee Inst. 25,900
Swansdown Cake Flour 151,700
Swansdown Cake Mix 416,780
Yuban Coffee Inst./Reg. 19,990
Yuban Coffee Regular 45,680

General Ice Cream Corp. **$103,930**
Sealtest Ice Cream 103,930

General Ins. Co. of America **$57,550**
Auto Insurance 6,070

Wheaties 45,850
White Deer Flour 3,510

General Motors Corp. **$3,487,860**
AC Spark Plugs 124,510
All G.M. Cars 29,630
Buick Cars 75,970
Cadillac Cars 580
Chevrolet Cars 953,220
Chevrolet Trucks 18,090
Delco Appliances 18,360
Delco Batteries 49,530
Frigidaire Appliances 67,070
G.M. Trucks 1,140
Institutional 2,270
Oldsmobile Cars 1,516,611
Pontiac Cars 544,780
Saginaw Power Steering 86,100

General Petroleum Corp. **$223,100**
Mobilgas & Mobioil 201,470
Mobilheat Fuel Oil 21,630

General Shoe Corp. **$57,870**
Flagg Shoes 57,870

General Tire Dealers **$32,190**
General Tires 32,190

General Tire & Rubber Co. **$395,860**
Employment 23,130
General Tires 363,960
Tire Service 8,770

Genesee Brewing Co. **$178,920**
Genesee Ale 51,070
Genesee Beer 127,850

Georgia Power Co. **$40,350**
Appliances 6,210
Electrical Products 34,140

Gerber Products Co. **$25,250**
Baby Foods 25,250

Gibbons Brewery Co. **$64,960**
Gibbons Beer 64,960

Gibson Art Co. **$22,930**
Greeting Cards 22,930

Gill, James C. Co. **$114,250**
Gill's Coffee Inst. 4,230
Gill's Coffee Inst./Reg. 74,100
Gill's Coffee Reg. 21,050
Gill's Tea Reg. 1,040
Hotel Spec. Coffee Inst./Reg 10,910
Hotel Special Coffee Reg. 2,920

Gillette Co. **$1,782,860**
Gillette Blades 21,900
Gillette Razors 49,100
Paper Mate 249,990
Bobbi Home Permanent 497,690
Deep Magic Cleansing Lotion 102,900
Pamper Shampoo 421,190
Prom Home Permanent 202,530
Prom Shampoo 2,860
Toni Epic 870
Toni Home Permanent 76,450
White Rain Shampoo 158,380

Gilmar Record Co. **$286,570**
Records 286,570

Gladiola Biscuit Co. **$64,840**
Gladiola Canned Biscuits 64,840

Glamorene, Inc. **$891,960**
Glamorene 891,960

Glamur Products, Inc. **$103,930**
Easy Glamur 103,930

Globe Milling Co. **$21,290**
Flour 5,720
Pancake Mix 15,570

Gluek Brewing Co. **$76,380**
Beer 76,380

Godchaux Sugars, Inc. **$163,560**
Sugar 163,560

Goebel Brewing Co. **$66,390**
Beer 66,390

SPOT TV ALONG TOBACCO ROAD

THE unending quest to be America's smoking choice prompted top cigarette makers to concentrate the major part of spot tv budgets on new brands or old-line cigarettes now being marketed in new forms and packages.

TvB's 1956 spot tv figures show this brand concentration:

Cigarette Manufacturer	*Firm's Spot Tv in '56*	*Top Brand In Spot Tv*	*Amount Spent For Top Brand*
BROWN & WILLIAMSON	$11,288,620	**Viceroys**	**$5,373,290**
PHILIP MORRIS & CO.	7,369,440	**Marlboros**	**3,404,200**
LIGGETT & MYERS	4,400,900	**L&M's**	**3,294,310**
P. LORILLARD & CO.	2,148,610	**Old Golds**	**1,958,800**
AMERICAN TOBACCO CO.	1,206,280	**Hit Parades**	**668,340**

Cheetos 77,430
Chili 2,160
Fritos 302,250
Tatos 25,570

Frontier Foods Corp. **$378,210**
E-Z Pop Popcorn 2,490
Flav-R Straws 375,720

Frontier Oil Refining Co. **$44,960**
Gas & Oil 44,960

Frosty Morn Meat Co. **$59,020**
Meat Products 59,020

Fuller, W. P., & Co. **$154,530**
Fuller Paints 154,530

Furr's Food Stores **$37,910**

G

G. H. P. Cigar **$435,780**
El Producto Cigars 370,800
La Palina Cigars 43,790
Lovera Cigars 21,190

Gallo Winery E. & J. **$1,130,820**
Burganday Wine 2,430
Gallo Wine 1,091,980
Sherry Wine 1,350
Vino Paisano 35,060

Vacuum Cleaners 910

General Electric Supply **$306,090**
G.E. Air Conditioner 5,150
G.E. Appliances 221,190
Hotpoint Appliances 79,750

General Foods Corp. **$9,415,940**
Baker's Cocoa 1,520
Baker's Frozen Coconut 2,300
Baker's Coconut 1,020
Baker's Inst. Chocolate 44,350
Birdseye Frozen Foods 1,230,660
Birdseye Frozen Poultry 3,040
Bliss Coffee Inst./Reg. 21,580
Bliss Coffee Reg. 430
Gaines Dog Food 31,600
Go Ironing Aid 2,600
Good Seasons Salad Dress. 22,040
Jello Gelatin Dessert 615,400
Jack & Jill Cat Food 3,250
Jello Puddings 344,860

Insurance 51,480

General Mills, Inc. **$669,040**
Answer Cake Mix 33,390
Betty Crocker Cake Mix 5,910
Betty Crocker Date Bar Mix 4,150
Betty Crocker Pancake Mix 27,980
Betty Crocker Waffle Mix 3,600
Bisquick 1,920
Cheerios 83,680
Drifted Snow Flour 38,480
Gold Medal Flour 57,580
Kix Cereal 11,330
Larro Feed 3,380
Purasnow Flour 10,900
Red Band Flour 96,590
Red Star Flour 18,280
Rex Flour 730
Sperry Flour 12,130
Sperry Pancake Mix 76,450
Sperry Waffle Mix 19,920
Sperry Wheathearts 30,270
Sugar Jets 1,320
Surechamp Dog Food 57,280
Trix Cereal 12,810
Various Cereals 11,600

No Hiding It!

OKLAHOMA CITY IS A THREE STATION MARKET

Channel **FIVE**

KGEO-TV

OKLAHOMA CITY • ENID

Represented by John E. Pearson Co.

FULL ABC NETWORK

1956 TV SPOT SPENDING BY BRAND

Goetz, M. K., Brewing Co. $367,040
Country Club Beer 148,230
Goetz Beer 218,810

Goetze, Albert F., Co. $38,950
Meat Products 38,950

Gold Bond Co. $30,590
Gold Bond Mattress 30,590

Gold Bond Stamp Co. $35,030
Stamps 35,030

Gold Medal Candy Corp. $151,160
Bonomo Turkish Taffy 150,190
Rittenhouse Candies 970

Gold Seal Co. $535,480
Floor Wax 780
Glass Wax 293,950
Snowy Bleach 240,750

Golden Grain Macaroni Co. $28,490
Golden Grain Macaroni 7,000
Macaroni Products 20,280
Spaghetti 1,210

Golden Mix, Inc. $62,610
Pancake Mix 62,610

Golden Nuggett Sweets $22,240
Candy Bars 22,240

Golden State Co., Ltd. $48,700
Dairy Products 48,700

Good Humor Corp. $167,810
Ice Cream 167,810

Goodrich, B. F. Co. $318,740
Diamond Tires 1,690
Goodrich Tires 20,970
Hood P. F. Canvas Shoes 222,770
Hood Tires 50,710
Miller Tires 22,600

Goodyear Tire & Rubber Co. $38,950
Batteries 3,730
Goodyear Tires 34,850
Neolite Heels & Soles 370

Gordon Baking Co. $313,240
Silvercup Bread 313,240

Gordon Foods Co. $42,900
Potato Chips 42,900

Gordy Tire Co. $42,900
Tires 42,900

Government Employees Ins. $25,230
Insurance 25,230

Graham Co. $22,620
Red Bow Dried Vegetables 22,620

Grand Union Food Stores $126,560

Grant Co. $397,070
Various Mail Order Items 397,070

Great A & P Tea Co. $902,830
A & P Food Stores 902,830

Great Northern Railway Co. $195,210
Rail Travel 195,210

Great Western Furniture $33,600
Furniture 33,600

Green Hill Super Market $25,350
Food Stores 25,350

Greenwood Packing Co. $21,110
Carolina Pride Meats 21,110

Greyhound Corp. $639,470
Bus Travel 639,470

Griesedieck Bro. Brew. Co. $136,560
Griesedieck Beer 136,560

Griffin Grocery Co. $41,030
Griffin Tea Reg. 25,480
Various Foods 15,550

Grocery Store Products Co. $564,550
B. in B. Mushrooms 260,800
Cream of Rice 70,150
Fould's Macaroni 54,110
Fould's Spaghetti 28,830
Kitchen Bouquet 150,660

Grove Laboratories, Inc. $1,696,100
Bromo-Quinine Cold Tablets 429,220
Citroid 496,150
Defencin 8,940
Fitch Hair Tonic 5,420
Fitch Shampoo 32,580
4 Way Cold Tablets 723,790

Groveton Papers Co. $158,330
Blue Ribbon Napkins 68,540
Vanity Fair Tissues 89,790

Gulf Brewing Co. $94,580
Buccaneer Beer 5,370
Grand Prize Beer 89,210

Gulf Oil Corp. $89,930
Gulf Gas & Oil 12,900
Gulfspray Insecticide 50,780
Trak Moth Killer 26,250

Gunther Brewing Co. $464,550
Gunther Ale 3,810
Gunther Beer 460,740

Gwaltney, P. D., Jr. & Co. $20,260
Meats 20,260

H

Haberle Congress Brewing $179,220
Ale 141,420
Beer 37,800

Habitant Soup Co. $60,520
Soups 60,520

Hall, Robert Clothes $4,450,490

Hall, Martin L., Co. $45,560
Victor Coffee Inst./Reg. 45,560

Hamm, Theo., Brewing Co. $1,309,110
Hamm Beer 1,309,110

Hammer Beverage Co./Bottlers $234,740
Ginger Ale 32,500
Soft Drinks 202,240

Hammond Organ Dlrs. $38,910
Hammond Organ 38,910

Hand, Peter, Brewing Co. $314,790
Bock Beer 6,060
Meister Brau Beer 285,000
Peter Hand Reserve Beer 23,730

Handy, H. L., Co. $26,030
Brightwood Meat Prods. 26,030

Hansen's, Chr., Laboratory $135,700
Danish Dessert 190
Junket Frostings 6,600
Junket Rennet Powder 128,910

Hardware Mutuals $21,790
Insurance 21,790

Hart Bakery $37,660
Hart's Bread 36,320
Jack & Jean's Bread 1,340

Hartford National Bank $23,650
Regional Banks 23,650

Hart-Greer Co. $30,740
ABC Washers 12,260
Permaglass Water Heater 520
Servel Appliances 5,450
Whirlpool Appliances 2,440
Youngstown Appliances 2,440
Zenith Appliances 7,630

Hartz Mountain Products $29,010
Bird Food 29,010

Hassenfeld Brothers, Inc. $37,270
Hasbro Toys 37,270

Hastings, H. G., Co. $25,450
Dixianna Grass Seed 25,450

Hawaii Brewing Co. $25,690
Primo Beer 25,690

Hawaiian Pineapple Co. $29,540
Dole Pineapple 29,540

Haxton Foods, Inc. $40,030
Blue Boy Dairy Products 11,970
Blue Boy Foods 22,570
Blue Boy Ice Cream 5,490

Haymarket Mills $22,020
Corn Meal 13,530
Flour 8,490

Health-A-Teria Co. $49,800
Drugs 49,800

Hebrew National $29,250
Meat Products 29,250

Heide, Henry, Inc. $63,920
Candy 63,920

Heidelberg Brewing Co. $108,520
Beer 108,520

Heileman, G., Brewing Co. $585,350
Old Style Lager Beer 585,350

Heiner's Bakery $32,820
Bakery Products 32,820

Heinz, H. J., Co. $1,334,260
57 Varieties Food Prod. 1,334,260

Hekman Biscuit Co. $118,650
Cookies & Crackers 118,650

Hershel Cal. Fruit Prods. $34,100
Contadina Tomato Paste 34,100

Hertz-U-Drive Co. $31,480
Drive-It-Yourself Cars 31,480

Hess, Dr. & Clark, Inc. $30,270
Stock & Poultry Remedies 30,270

Heublein, G. F., Inc. $82,110
Maltex 27,660
Maypo Cereal 54,450

Highs Ice Cream Co. $23,640

Hiland Potato Chip Co. $48,770
Potato Chips 48,770

Hills Bros. Coffee, Inc. $1,077,370
Red Can Coffee Reg. 1,077,370

Hinshaw's Dept. Stores $54,600

Hires, Charles E., Co./Bott. $120,670
Hires Root Beer 120,670

Hi-V Corp. $127,850
Food Concentrates 430
Orange Juice Concentrate 127,420

Hoffman Beverage Co./ Bott. $94,550
Ginger Ale 56,180
Soft Drinks 28,850
Sparkling Water 9,520

Hollingshead, R. M. Corp. $39,970
Floor Show Wax 34,320
Hi Shine Auto Polish 1,210
Rhythm Motor Oil 2,430
Venus Car Polish 910
Whiz Automotive Products 1,100

Hood Starch 140
33 Bleach 11,590
Zero Cleanser 2,300

Hood, H. P., & Sons, Inc. $150,940
Dairy Products 79,010
Ice Cream 47,620
Milk 14,950
Orange Juice 9,360

Hoover Vacuum Cleaner Co. $36,990
Hoover Vacuum Cleaners 36,990

Horn & Hardart Baking Co. $30,030
Foods 30,030

Household Finance Corp. $503,500
Insurance 10,070
Loans 493,430

Hubinger Co. $26,730
Quick Elastic Starch 26,730

Hudepohl Brewing Co. $55,540
Hudepohl Beer 55,540

Hudson Pulp & Paper Corp. $419,520
Paper Hankies 10,390
Paper Napkins 409,130

Humble Oil & Refining Co. $184,630
Humble Gas & Oil 184,630

Hunter Packing Co. $32,920
Meats 32,920

Hygeia Milk Co. $24,380
Dairy Products 24,380

I

Ideal Mortgage Co. $24,440
Institutional 24,440

WHEN & HOW SPOT TV WAS USED

More than 44% of all the money spent for spot television in 1956 was invested in announcements, and 56% of the total went into evening time, according to TvB's report. The report shows this:

Time of Day	Amount	Percent
Day	$135,339,000	34.0
Night	222,621,000	56.0
Late Night	39,646,000	10.0
	$397,606,000	100.0
Type of Activity		
Announcements	$176,429,000	44.4
Id's	46,806,000	11.8
Participations	90,541,000	22.8
Programs	83,830,000	21.1
Total	$397,606,000	*100.1

*Extra one-tenth of one percent due to rounding of figures.

Helbros Watch Co., Inc. $87,890
Helbros Watches 87,890

Helm's Bakeries $61,540
Baked Goods 45,640
Bread 11,740
Pies 4,160

Helzberg's Jewelers $42,180
Jewelry 42,180

Henderson Sugar Refinery $29,380
Superfine Sugar 29,380

Henke & Pillot Co. $21,150
Groceries 21,150

Henri's Food Products, Inc. $26,350
Henri's Foods 7,420
Henri's Salad Dressing 18,930

Hereford Heaven Co. $25,230
Frozen Beef Products 25,230

Herrud Meat Products Co. $36,240
Meat Products 36,240

Hollywood Brands, Inc. $167,820
Big Time Candy Bar 5,910
Butternut Candy Bar 12,400
Candy Bars 149,510

Holsum Baking/Bakeries $422,450
Bread 418,070
Crackers & Cookies 4,380

Home Finance Co. $23,640
Loans 23,640

Home Lines Agency, Inc. $29,020
Boat Travel 29,020

Home State Life Insurance $33,950
White Cross Insurance 33,950

Home Typewriter Sales $20,150

Homemakers Co. $39,190
Homemakers Baked Beans 39,190

Hood Chemical Co. $50,100
EZ Bleach 26,500
EZ Starch 8,020
Hood Bleach 950

Ideal Toy Corp. $22,500
Toys 22,500

Illinois Canning Co. $26,000
Joan of Arc Canned Foods 26,000

Illinois Meat Co. $180,210
Broadcast Canned Meats 180,210

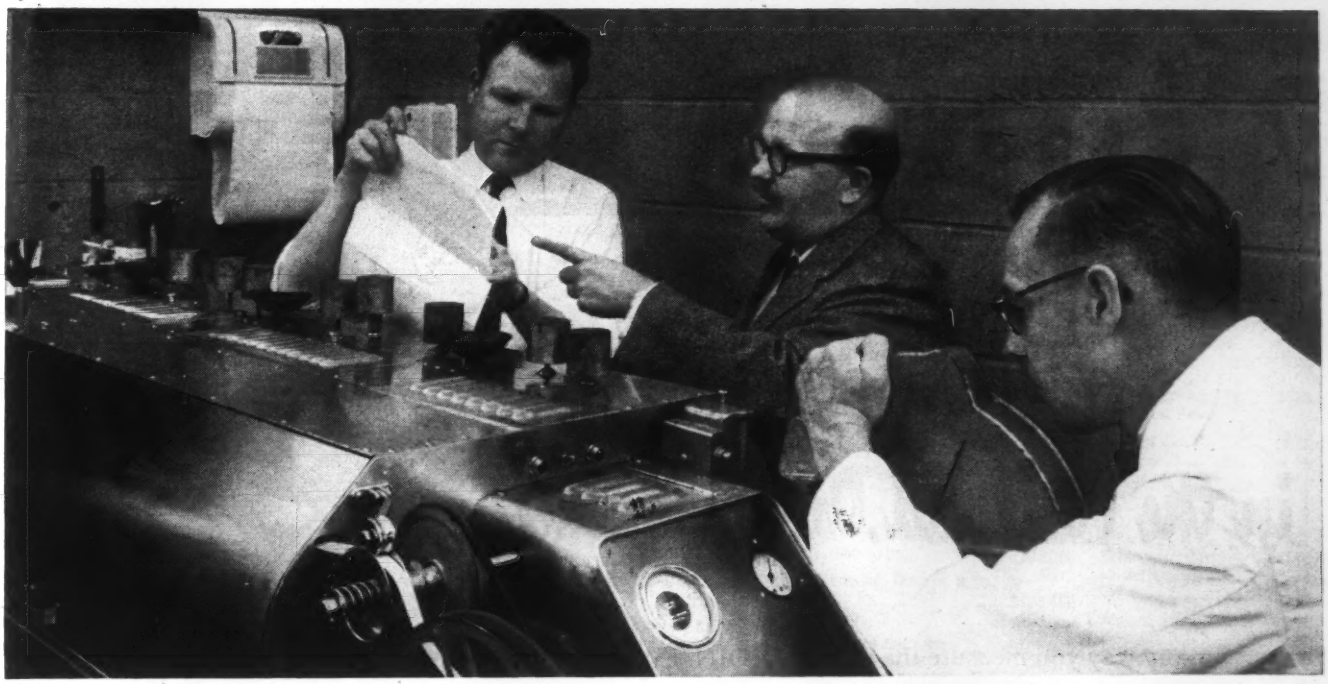
Imperial Sugar Co. $108,240
Brown Sugar 11,790
Cane Sugar 96,450

Independent Grocer's Alliance $96,570
Groceries 39,000
I.G.A. Stores 57,570

Independent Oil Co. $24,150
Gas & Oil 24,150

Instant Grip Co. $55,310
Instant Grip Cement 55,310

International Breweries $39,760
Iroquois Indian Head Beer 39,760



As technician Hank Lane (right) prepares to load the processing machine in CFPL-TV's darkroom, Ron Laidlaw (left), News Director, discusses a technical point with Ron Ringler (center), Du Pont Representative. Mr. Ringler was instrumental in the revisions of methods which greatly speeded up processing time.

"Our prize-winning news coverage wouldn't be possible without Du Pont Rapid Reversal Film"

states Mr. Ron Laidlaw, News Director at Station CFPL-TV, in London, Ontario

Ken Dougan, CFPL-TV's Chief Photographer, edits film for a news program on a specially adapted projector.

"We insist on editing all film before showing it," says Mr. Laidlaw. "This attention to detail helped us win the first 'Beaver' award ever granted to a television station for news coverage. The 'Beaver' awards are given out every year by the Canadian Broadcaster and Telescreen Magazine for superior achievement in radio and television.

"The faster processing schedule of Du Pont film makes it possible to edit every foot of film before it goes on the air, regardless of when it was brought in. Using Du Pont Type 930 Film, we have been able to give our viewers a carefully edited and scripted news program within thirty-five minutes of the arrival of the undeveloped film at the station.

"Many news assignments in Canada are shot in sub-zero temperatures," continues Mr. Laidlaw. "Du Pont Type 930 works smoothly with no special preparation of the film.

"Our usage of Du Pont 930 Film has been extremely satisfactory, whether in spot news or feature coverage," concludes Mr. Laidlaw. "Our processing is as fast as any we have ever heard of, and we maintain a consistently high average of good exposures."

For more information about Du Pont Motion Picture Films, ask your nearest Du Pont Sales Office, or write the Du Pont Company, Photo Products Dept., Wilmington 98, Del. In Canada: Du Pont Company of Canada (1956) Limited, Toronto.

DU PONT MOTION PICTURE FILM

SALES OFFICES

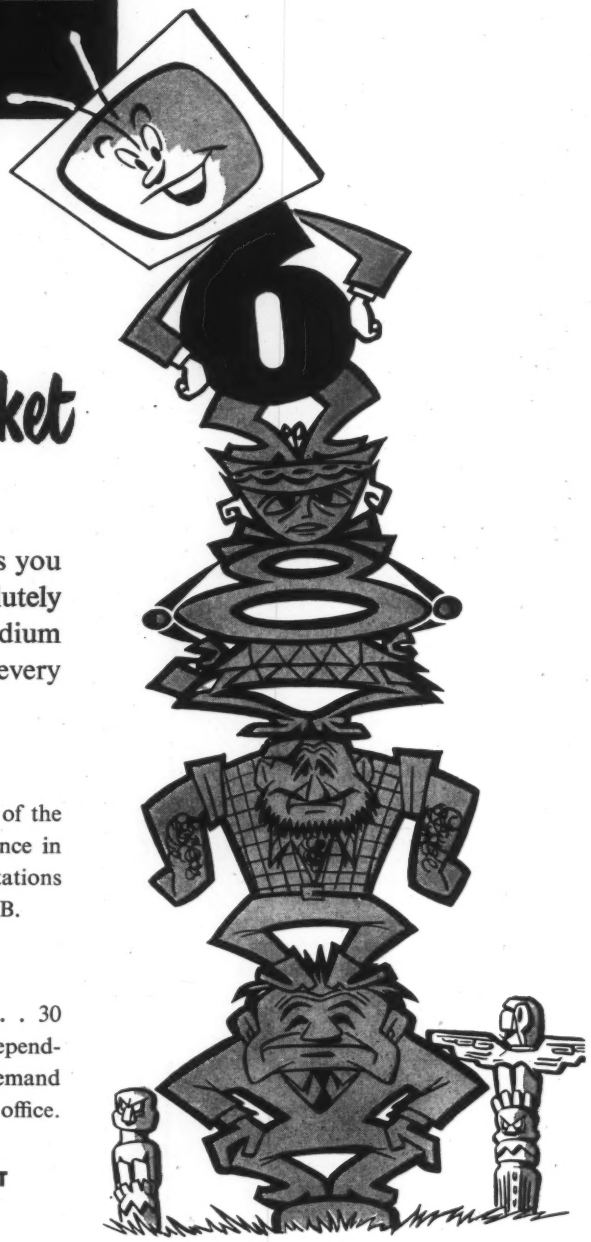
Atlanta 8, Ga. . . . . 805 Peachtree Bldg.
Boston 10, Mass. . . . . 140 Federal Street
Chicago 30, Ill. . . 4560 Touhy Ave., Lincolnwood
Cleveland 16, Ohio . . . 20950 Center Ridge Road
Dallas 7, Texas . . . . . 1628 Oak Lawn Avenue
Los Angeles 38, Calif. . . 7051 Santa Monica Blvd.
New York 11, N. Y. . . . . 248 West 18th Street
Phila., Pa. . . . 308 E. Lancaster Ave., Wynnewood
Export . . . . . Nemours Bldg., Wilmington 98, Del.

DU PONT
REG. U. S. PAT. OFF.
BETTER THINGS FOR BETTER LIVING
. . . THROUGH CHEMISTRY

KOIN-TV

"HIGH MAN on the TOTEM POLE"

in the Portland, Oregon Market



Any way you measure the market, KOIN-TV offers you Portland's single strongest advertising buy. Absolutely no other television station . . . in fact no other medium in the area can guarantee you so many families every week the year around.

TOP RATINGS—

KOIN-TV has 15 of the top 16 weekly shows . . . has 7 out of the top 10 multi-weekly shows . . . delivers 46% share-of-audience in Metropolitan Portland—nearly as great as all of the other stations combined. Figures are from the February 1957 Portland ARB.

TOP COVERAGE—

KOIN-TV alone reaches the full Portland trading area . . . 30 prosperous counties of Oregon and Southern Washington. Independent engineers testify to the superior KOIN-TV coverage. Demand the actual proof from your CBS Television Spot Sales office.

TOP VALUE IN THE PORTLAND, OREGON MARKET

KOIN-TV

CHANNEL 6

PORTLAND, OREGON

REPRESENTED NATIONALLY BY CBS TELEVISION SPOT SALES

1956 TV SPOT SPENDING BY BRAND

International Harvester $38,780
Farm Equipment 13,630
Tractors 13,790
Trucks 11,360

International Latex Corp. $1,322,960
Isodine 321,440
Playtex Baby Pants 126,110
Playtex Bra 237,130
Playtex Girdles 451,890
Playtex Gloves 186,390

International Milling Co. $402,560
Robin Hood Flour 402,560

International Molded Plastics, Inc. $21,290
Brook Park Dinnerware 21,290

International Salt Co. $430,850
Sterling Salt 430,850

International Shoe Co. $253,320
Accent Shoes 940
John Roberts Men's Shoes 6,000
Peters Shoes 10,070
Poll Parrott Shoes 150,600
Red Goose Shoes 30,050
Sundial Shoes 2,520
Weatherbird Shoes 49,060
Yanigan's Shoes 4,080

Interstate Bakeries $359,880
Blue Seal Bread 50,250
Bread 125,280
Butternut Bread 81,280
Log Cabin Sun Rich Bread 38,960
Mrs. Karl's Bread 10,080
Weber's Bread 54,030

Iowa Elec. Light & Power $55,280
Electricity 55,280

Ireland's Chili Co. $71,510
Barbecue Sauce 42,950
Chili 11,270
Pit Bar BQ 3,380
Sauces 13,910

Ironrite, Inc. $45,180
Ironrite Appliances 36,110
Ironrite Ironers 9,070

Isbell's Univ. Beauty Cult. $25,910
Beauty Culture 25,910

Ivano, Inc. $77,970
Ivalon Sponges 77,750
Plumite Drain Cleaner 220

J

J. F. G. Coffee Co. $73,090
JFG Coffee Inst. 49,530
JFG Coffee Inst./Reg. 20,010
JFG Coffee Reg. 3,550

Jackson Brewing Co. $566,660
Jax Ale 1,690
Jax Beer 564,970

James Industries, Inc. $28,740
Slinky Toy 28,740

Javatol Coffee Co. $43,340
Javatol Coffee Inst./Reg. 43,340

Jenney Mfg. Co. $104,930
Gas & Oil 104,930

Jewell, J. D., Inc. $102,130
Jesse Jewell's Frozen Chicken 102,130

Jewel Tea Co., Inc. $90,010
Jewel Foods 90,010

Joanna-Western Mills Co. $47,100
Lamp Shades 970
Window Shaes 46,130

Johnson, Walter H., Co. $97,020
Candy 18,120
Powerhouse Candy Bars 78,900

Johnson & Johnson $86,480
Baby Shampoo 35,230
Baby Toiletries 9,840
Elastic Hosiery 4,120
Foot Powder 11,740
Surgical Dressings 25,550

Johnson, S. C., & Son, Inc. $142,320
Johnson's Auto Wax 1,700
Johnson's Floor Wax 1,560
Johnson's Furniture Wax 2,340
Raid Insecticide 136,720

Johnson's Howard $92,270
Restaurants 92,270

Johnston, Robert, A., Co. $21,530
Cookies & Crackers 21,530

Johnston Pie Co. $47,560
Pies 47,560

Jones Distributing Co. $47,320
IGA Food Stores 47,320

Jones Sausage Co. $39,290
Meat Products 36,410
Sausage & Bacon 2,880

K

Kahn, David, Inc. $45,990
Wearever Pen 40,490
Wearever Pencil 5,500

Kaiser Aluminum & Chemical $339,320
Kaiser Aluminum Awnings 1,560
Kaiser Aluminum Foil 281,000
Kaiser Shade Screen 55,980
Kaiser Storm Windows 780

Karl's Shoe Stores $57,810

Kasser Distillers Prod. $27,670
King's Wine 27,670

Katz Drug Co. $33,270
Drug Stores 33,270

Kay, Gerold O., & Assoc. $79,720
Bendix Appliances 39,860
Crosley Radios 39,860

Keebler Biscuit Co. $477,430
Cookies & Crackers 477,430

Kelley's Food Products $22,980
Kelly Potato Chips 22,980

Kellogg Company $4,810,530
All Bran 33,150
Corn Flakes 52,640
Fizz-Ade 72,510
Gro-Pup Dog Food 81,120
Rice Krispies 10,660
Special K Cereal 1,028,600
Sugar Frosted Flakes 49,770
Sugar Corn Pops 143,760
Sugar Smacks 4,290
Various Kellog Cereals 3,334,030

Kendall Co. $43,830
Blue Jay Corn Remedies 39,710
Fling Deodorant 4,120

Kenneth, Edward, Corp. $25,800
Korn-X Foot Remedy 25,800

Kent Feeds $21,450
Livestock & Poultry Feeds 21,450

Kern Food Products Co. $24,680
Kern Jams & Jellies 24,680

Kern's Bakery $55,660
Bread 52,330
Cakes 4,330

Keystone Steel & Wire Co. $48,230
Fences 15,440
Steel & Wire 32,790

Kilpatrick's Bakeries $103,280
Bakery Products 103,280

Kimberly-Clark Corp. $996,700
Delsey Toilet Tissue 358,880
Kleenex Napkins 416,330
Kleenex Paper Towels 30,860
Kleenex Tissues 190,630

King Midas Flour Mills $29,940
King Midas Flour 13,900
V-10 Protein Bread 16,040

Kingsbury Brewing Co. $26,760
Beer 26,760

Kirsch Beverages/ Bottlers $25,000
No-Cal Soft Drinks 25,000

Kitchens of Sara Lee $205,210
Cheese Cakes 1,850
Coffee Cakes 31,540
Frozen Cakes 171,820

Kiwi Polish Co. $61,350
Kiwi Shoe Polish 61,350

Knickerbocker Toy Co. $23,220
Toys 23,220

Knomark Mfg. Co. $83,570
Esquire Shoe Polish 83,570

Knot Mfg. Co. $24,610
White Cap Pine Oil 24,610

Knowlton's Creamery $32,400
Dairy Products 4,830
Golden Flake Buttermilk 12,910
Ice Cream 14,660

Knox Industries, Inc. $31,330
Gas & Oil 31,330

Knudsen Creamery Co. $168,780
Dairy Products 168,780

Koester's Bakery $88,770
Bread 88,770

Kotarides Baking Co. $75,310
Mary Jane Bread 75,310

Krantz Brewing Co. $65,260
Old Dutch Beer 65,260

Kresge, S. S., Co. $346,610
Variety Stores 346,610

Kroger Co. $678,160
Food Stores 678,160

Krueger, G., Brewing Co. $347,170
Krueger Ale 153,620
Krueger Beer 193,550

Kruger's Jewelers $21,410
Jewelry 21,410

Kuner-Empson Co. $54,720
Canned Foods 54,720

L

Labatt, John, Ltd. $122,210
Ale 80,130
Beer 42,080

Labor Savers, Inc. $205,180
Homecraft Electric Spray Gun 205,180

Lance, Inc. $55,270
Peanut Products 15,430
Peanuts 2,570
Potato Chips 520
Toastchee 36,750

Land O Lakes Creameries $41,980
Butter 15,580
Dairy Products 26,400

Langendorf United Bakeries $700,740
Bakery Products 6,070
Barbara Ann Bread 54,790
Breads 521,610
Butternut Bread 14,300
Cakes 1,230
Figuerette Bread 650
Holsum Bread 4,290
Langendorf Bread 97,800

Lan-O-Sheen, Inc. $122,680
Lan-O-Sheen Cleaner 102,750
Lan-O-Wipe Cleaner 19,930

Lanvin Parfums, Inc. $347,910
Lanvin Perfumes 347,910

La Rosa, V., & Sons, Inc. $455,650
Egg Noodles 16,680
Macaroni 400,770
Pizza Mix 760
Ravioli 630
Spaghetti 36,810

La Touraine Coffee Co. $20,730
La Touraine Coffee Inst./Reg. 11,730
La Touraine Tea Inst./Reg. 9,000

Latrobe Brewing Co. $24,960
Rolling Rock Beer 24,960

Lay, H. W., & Co. $74,370
Fun Popcorn 2,760
Lay's Potato Chips 71,610

Lay Packing Co. $26,280
Meat Products 26,280

Le Blanc Corp. $20,560
Hadacol 20,560

Lee Baking Co. $21,010
Colonial Bread 21,010

Lee Optical Co. $108,620
Eyeglasses 71,760
Optical Service 36,860

Lee Tire & Rubber Corp. $103,890
Lee Tires 103,890

Leeming, Thomas, & Co., Inc. $408,450
Ben-Gay 408,450

Leonard Refineries $101,930
D-X Motor Oil 36,510
Leonard Gas 65,390

Leslie Salt Co. $216,180
Salt 216,180

Lever Brothers Co. $4,535,010
Breeze 64,620
Dove Toilet Soap 497,710
Good Luck Margarine 51,730
Hum Detergent 18,420
Imperial Margarine 1,378,220
Lifebuoy Soap 77,570
Lucky Whip 5,720
Lux Liquid Detergent 15,810
Lux Toilet Soap 57,950
Pepsodent 118,390
Rinso 288,680
Silver Dust 63,500
Surf Detergent 22,280
Wisk 1,874,410

Levolor-Lorentzen, Inc. $36,270
Venetian Blinds 36,270

Lewis Food Co. $657,120
Dr. Ross Cat Food $657,120
Dr. Ross Dog Food 323,330
Skippy Cat Food 1,910
Skippy Dog Food 61,870

Lewis-Howe Co. $61,600
Tums 61,600

Lexington Window Co. $28,970
Windows 28,970

Libby, McNeil & Libby $412,410
Baby Foods 189,970
Canned Pineapple 120,660
Frozen Foods 19,360
Pineapple Juice 45,880
Vim V-8 Vegetable Juice 36,540

Liebmann Breweries, Inc. $768,660
Rheingold Beer 768,660

Liggett & Myers Tobacco Co. $4,400,900
Chesterfield 1,106,590
L & M 3,294,310

Lima Bean Advisory Board $31,550
Lima Beans 31,550

Lincoln Income Life Ins. $26,010
Insurance 26,010

Lion, Inc. $37,440
Gibbons Beer 37,440

Lion Oil Co. $70,200
Gas & Oil 70,200

Lionel Corp. $298,620
Toy Trains 298,620

Lipton, Thomas J., Inc. $993,470
Lipton's Soups 24,710
Lipton's Tea Reg. 968,760

Little Crow Milling Co. $114,880
Coco Wheats Cereal 114,880

Loblaw, Inc. $122,440
Chain Food Stores 122,440

Local Loan Co. $26,980
Loans 26,980

Lo-Calory Food Co. $197,550
Niron Weight Additive 197,550

Loma Linda Food Co. $77,170
Gravy Quik 55,200
Rusket Flakes 1,770
Ruskets 20,200

Lone Star Brewing Co. $432,440
Lone Star Beer 432,440

Lone Star Gas Co. $72,620
Gas 54,140
Gas Ranges 11,440
Gas Refrigerators 2,860
Services 4,180

Lorillard, P., & Co. $2,148,610
Kent Cigarettes 188,280
Muriel Cigars 1,530
Old Gold Cigarettes 1,958,800

Louisiana State Rice Mill $97,290
Co-China Doll Rice 1,940
F. A. G. Rice 2,330
Mahatma Rice 41,540
Rice 35,730
Sonny Boy Rice 740
Water Maid Rice 15,010

Lucky Lager Brewing Co. $680,600
Lucky Lager Beer 680,600

Ludens, Inc. $294,570
Cough Drops 216,840
Fifth Ave. Candy Bars 77,730

Luer Packing Co. $74,140
Meats 74,140

Lufthanse Air Lines $24,380
Air Travel 24,380

Lyon Van & Storage Co. $84,670
Moving & Storage 84,670

M

MFA Mutual Insurance Co. $35,230
Insurance 35,230

M. J. B. Co. $848,630
MJB Coffee Instant 16,700
MJB Coffee Inst./Reg. 427,580
MJB Coffee Regular 312,980
MJB Rice 17,820
MJB Tea Reg. 53,230
Tree Tea Reg. 20,320

Madera Bonded Wine & Liquor Co. $36,680
Wines 36,680

Magees, Inc. $71,500
Electrical Appliances 71,500

Maggio, Joseph D. of California $37,680
Maggio Carrots 37,680

Magnolia Petroleum Co. $254,260
Mobilgas & Mobiloil 254,260

Maier Brewing Co. $53,050
Brew 102 Beer 53,050

Malt-o-Meal Co. $323,120
Malt-O-Meal 323,120

Manchester Hosiery Mills $28,990
Ironwear Hosiery 28,990

Mangels, Herold Co. $94,420
King Bleach 30,520
King Fluff 18,600
King Starch 45,020
King Syrup 280

Manhattan Coffee Co. $47,550
Manhattan Coffee Inst./Reg. 47,550

Manners Drive-In Restaurants $42,120

Mann's Potato Chip Co. $55,660
Potato Chips 55,660

1956 TV SPOT SPENDING BY BRAND

Manor Bakeries Co. $44,330
Baked Goods 44,330

Manufacturers Light & Heat Co. $31,980
Gas Appliances 31,980

Marathon Corp. $1,798,680
Northern Napkins 12,970
Northern Tissues 1,072,790
Northern Towels 95,830
Paper Products 231,710
Waxtex 385,380

Marcal Paper Mills, Inc. $165,650
Marcal Paper Napkins 165,650

Marchand, Charles Co. $34,870
Hair Conditioner 9,990
Hair Rinse 9,990
Hair Wash 4,900
Shampoo 9,990

Marhoeffer Packing Co. $21,570
Meats 21,570

Marlowe Chemical Co. $202,710
Fire Chief Fire Exting. 202,710

Marlun Mfg. Co. $78,170
Black Angus Rotisseries 78,170

Mars, Inc. $555,670
Mars Candy Bars 496,260
Milky Way Candy Bars 59,410

Martin Oil Co. $126,660
Martin Oil 126,660

Maryland Pharmaceutical Co. $99,950
Rem 99,950

Master Brand, Inc. $32,670
Trimm Candy 32,670

Max Factor & Co. $3,181,730
Courtley Deodorant 1,040
Courtley Toiletries 9,010
Dri-Mist Deodorant 427,180
Max Factor Cosmetics 1,926,600
Max Factor Creme Puff 11,390
Max Factor Deodorant 1,120
Max Factor Erace 11,390
Max Factor Hi-Fi 5,720
Max Factor Pancake 6,800
Sof-Set Hair Spray 781,480

Maybelline Co. $163,030
Cosmetics 163,030

Mayer, Oscar, & Co. $567,430
Meat Products 567,430

Mayflower Warehouses $34,980
Moving & Storage 34,980

McCormack & Co., Inc. $30,350
Schilling Coffee Reg. 15,160
Spices 9,160
Tea Regular 6,030

McDaniel, Sam, & Sons $28,560
Bunker Hill Beef 17,640
Canned Meats 10,920

McDaniel's Markets $62,400
Food Stores 62,400

McKesson & Robbins, Inc. $152,540
Bexel Vitamins 106,450
Kessamin 23,770
Neo Aqua Drin 1,950
Surin Ointment 980
Tartan Suntan Lotion 2,700
Various Drugs 16,690

Mc Laughlin, W. F., & Co. $580,890
Manor House Coffee Inst. 144,390
Manor House Coffee Inst./Reg. 364,590
Manor House Coffee Reg. 71,910

Mc Mahan Furniture Stores $63,110

Mead Baking Co. $65,390
Bunny Bread 65,390

Meads Baking Co. $86,760
Dottie Lee Bread 5,460
Meads Bread 78,060
Rolls 3,240

Melville Shoe Corp. $54,120
Thom McAnn Shoes 54,120

Mennen Co. $595,500
Mennen Afta Shave Lotion 216,580
Mennen After Shave Talcum 1,390
Mennen Cream Hair Oil 1,390
Mennen Foam Shave 86,350
Mennen Shampoo 2,490
Mennen Shave Cream 49,980
Mennen Skin Bracer 85,110
Mennen Skin Magic Cream 25,430
Mennen Spray Deodorant 44,190
Mennen Tube Shave 82,590

Merchants Biscuit Co. $133,730
Cookies & Crackers 78,090
Supreme Salad Wafers 55,640

Merck & Co. $23,400
Antibiotics 20,190
Fruit Freeze 3,210

M-G-M Pictures Corp. $105,670
Movie Publicity 105,670

Metro Mutual Insurance Co. $43,440
Gold Cross Insurance 43,440

Metropolis Brewery of N. J. $33,780
Champale Malt Liquor 33,780

Metropolitan Utilities Dist. $30,990
Appliances 6,880
Bendix Appliances 680
Caloric Gas Ranges 1,080
Institutional 21,670
Universal Appliances 680

Miami Margarine Co. $42,400
Nu-Maid Margarine 42,400

Miami Valley Milk Assoc. $22,080
Dairy Products 22,080

Michigan Auto Club $61,490

Michigan Bakeries, Inc. $51,350
Aunt Fanny Bread 38,840
Michigan Bread 11,160
Rolls 1,350

Michigan Consolidated Gas $48,220
Utilities 48,220

Midwest Fruit Flavors, Inc. $36,370
Sonny Boy Fruit Flavor Concentrate 9,400
Sonny Boy Syrup 15,700
Sonny Boy Soft Drink 11,270

Midwest Refineries $21,840
White Rose Gasoline 21,840

Milani, Louis, Foods $167,540
1890 French Dressing 40,490
Milani Foods 51,750
Salad Dressings 75,300

Miles Laboratories, Inc. $5,354,730
Alka-Seltzer 4,498,070
Bactine 284,950
Nervine 43,450
One-A-Day Brand Vitamins 429,980
Tabcin 98,280

Milk for Health $31,530
Milk 31,530

Milk Foundation $24,090
Dairy Products 24,090

Milk Producers Federation $44,460
Milk 44,460

Miller Brewing Co. $281,260
Miller High Life Beer 281,260

Milner Products Co. $283,530
Gala Bleach 360
Perma Starch 77,760
Pine Sol 205,050
White Wave Detergent 360

Minneapolis Brewing Co. $220,900
Grainbelt Beer 220,900

Minnesota Mining & Mfg. $48,120
Sasheen Ribbon Tape 4,510
Scotch Tape 43,610

Minute Maid Corp. $1,939,010
Frozen Fruit Juice 370,910
Frozen Orange Juice 352,930
Hi-C Orange Juice 117,310
Malted Mix 3,250
Snow Crop Frozen Foods 943,700
Snow Crop Frozen Juices 150,910

Mishawaka Rubber & Wool Mfg. $136,300
Red Ball Casual Footwear 136,300

Mission Pak $108,820
Dried Fruits 78,690
Glazed Fruits 7,410
Soft Drinks 22,720

Mogen David Wine Corp. $21,480
Mogen David Wine 21,480

Molson Brewery, Ltd. $148,760
Molson's Ale 97,950
Molson's Beer 50,810

Monarch Wine Co., Inc. $505,930
Manischewitz Wine 505,930

Monsanto Chemical $192,000
All Detergent 94,910
Nu Fabric Finish 1,780
Rez 14,990
Tile Crest Wall Tile 6,690
Toy 73,630

Montana Power $20,470
Utilities 20,470

Montgomery Ward & Co. $410,090
Stores & Mail Order 410,090

Mootz, E. W. Bakery $25,730
Sunbeam Bread 25,730

Morning Milk Co. $20,670
Condensed Milk 20,670

Morrell-Fellin Packing Co. $48,180
Meat Products 48,180

Morrell, John H., & Co. $144,420
Bacon 14,380
Ham 24,520
Meats 93,760
Red Heart Dog Food 11,760

Morris, Philip, & Co. $7,369,440
Bond Street Tobacco 3,380
Marlboro 3,404,200
Parliament 640,180
Philip Morris 3,079,480
Spud 242,200

Morton Food Co. $37,160
Bestyett Salad Dressing 13,970
Black Pepper 2,170
Morton's Salad Dressing 5,980
Potato Chips 14,070
Pure Honey 970

Mother's Cake & Cookie Co. $52,940
Cakes 37,470
Cookies 15,470

Motorists Mutual Ins. Co. $61,240
Auto Insurance 61,240

Mueller, C. F., Co. $207,200
Mueller's Macaroni 145,220
Mueller's Noodles 10,910
Mueller's Spaghetti 51,070

Muller-Grocers Baking Co. $34,080
Baked Goods 27,780
Bread 4,610
Cookies 1,690

Muntz Television $30,420
TV Sets 30,420

Murine Co., Inc. $46,260
Murine 46,260

Murphy Prods. Co. $156,320
Livestock & Poultry Feed 156,320

Murray, Arthur, Dance Studios $23,040
Dance Instruction 23,040

Musselman, C. H., Co. $28,450
Apple Products 16,670
Canned Fruits 10,900
Fruit Pie Fillings 300
Jellies 580

Mystik Adhesive Products $47,760
Mystik Tape 47,760

Myzon, Inc. $39,440
Feed Additive Conditioner 39,440

N

Naas Corp. $35,040
Vegamato 35,040

Narragansett Brewing Co. $290,410
Croft Ale 112,660
Narragansett Ale 77,460
Narragansett Beer 100,290

Nash Coffee Co. $91,090
Nash's Coffee Instant 28,350
Nash's Coffee Inst/Reg 48,880
Nash's Coffee Regular 13,860

Nash-Finch Corp. $33,720
Our Family Foods 33,720

National Airlines, Inc. $260,930

National Bakeries $22,730
Hollywood Bread 22,730

National Biscuit Co. $5,536,500
Dromedary Cake Mix 983,060
Dromedary Foods 12,470
Home Town Bread 9,020
Master Plan Bread 142,210
Milk Bone 77,370
Millbrook Bread 20,320
Nabisco Cookies & Crackers 3,059,090
Nabisco Shredded Wheat 178,110
Nabisco Shredded Wheat Jrs 203,670
Nabisco Various Cereals 166,270
NBC Bread 170,340
Pal Dog Foods 23,150
Ranger Joe Cereal 12,930
Rice Honeys 324,430
Wheat Honeys 154,060

National Brewing Co. $692,150
National Bohemian Beer 605,220
National Premium Beer 86,930

National Carbon Co. $342,690
Eveready Batteries 204,320
Prestone Anti-Freeze 138,370

National Clothing Co. $53,650

National Dairy Products $1,246,530
Kraft Cheese 288,590
Kraft Cottage Cheese 94,610
Kraft Deluxe Margarine 60,160
Kraft Italian Salad Dressing 760
Kraft Jams & Jellies 12,990
Kraft Marshmallows 9,700
Kraft Mayonnaise 11,040
Kraft Miniature Caramels 990
Kraft Miniature Marshmallows 62,000
Kraft Orange Juice 105,920
Kraft Parkay Margarine 220,520
Kraft—Various Products 157,250
Sealtest Dairy Products 153,050
Sealtest Ice Cream 68,950

National Distillers Corp. $28,570
Italian Swiss Colony Wine 28,570

National Food Stores $48,960

National Presto Ind. $522,470
Appliances 522,470

National Tea Co. $136,040
Food Stores 136,040

National Toilet Co. $75,030
Nadinola Cream 75,030

National Van Lines $34,480
Moving & Storage 34,480

Nationwide Insurance Co. $283,100

Natural Gas Co. $65,520
Natural Gas Utilities 65,520

Necchi Sew. Mach. Sales Co. $34,450
Elna Sewing Machines 7,690
Necchi Sewing Machines 26,760

Nehi Corp./Bottlers $1,614,150
Nehi 243,340
Par-T-Pak 40,470
Royal Crown Cola 1,328,700
Upper Ten 1,640

Nesbitt Fruit/Bottlers $46,210
Nesbitt's Soft Drink 46,210

Nestle Co., Inc. $2,374,920
Decaf Instant Coffee 717,320
King Mallow 4,510
Maggi Protein Drink 28,610
Nescafé Instant Coffee 324,130
Nestea Instant Tea 95,750
Nestle's Chocolate Bars 45,750
Nestle's Cookie Mix 1,030
Nestle's Everready Cocoa 44,280
Nestle's Instant Coffee 1,098,010
Nestle's Quik 15,530

Neuhoff Packing Co. $195,120
Meat Products 130,720
Old Hickory Bacon & Hams 64,400

New England Confectionery $285,430
Bolster Bar 14,040
Necco Candies 142,810
Sky Bar 128,580

New England Provision Co. $71,710
Meats 71,710

New England Upholstery Co. $42,320
Simmonds Mattresses 42,320

New York Central Railroad $85,610

Niagara Mfg. & Distr. Co. $22,480
Massage Equipment 22,480

Nic-L-Silver Battery Co. $41,640
Batteries 41,640

Nissen Baking Co. $142,460
Bakery Products 142,460

Norex Laboratories, Inc. $54,700
Amitone 54,700

Northern Pacific Railroad Co. $74,070

Northern States Power Co. $97,940
Utilities 97,940

Northwest-Orient Airlines $63,750

Norwich Pharmacal Co. $123,670
Pepto-Bismol 123,670

Noxzema Chemical Co. $41,580
Noxema Shave Cream 26,770
Noxema Skin Cream 14,810

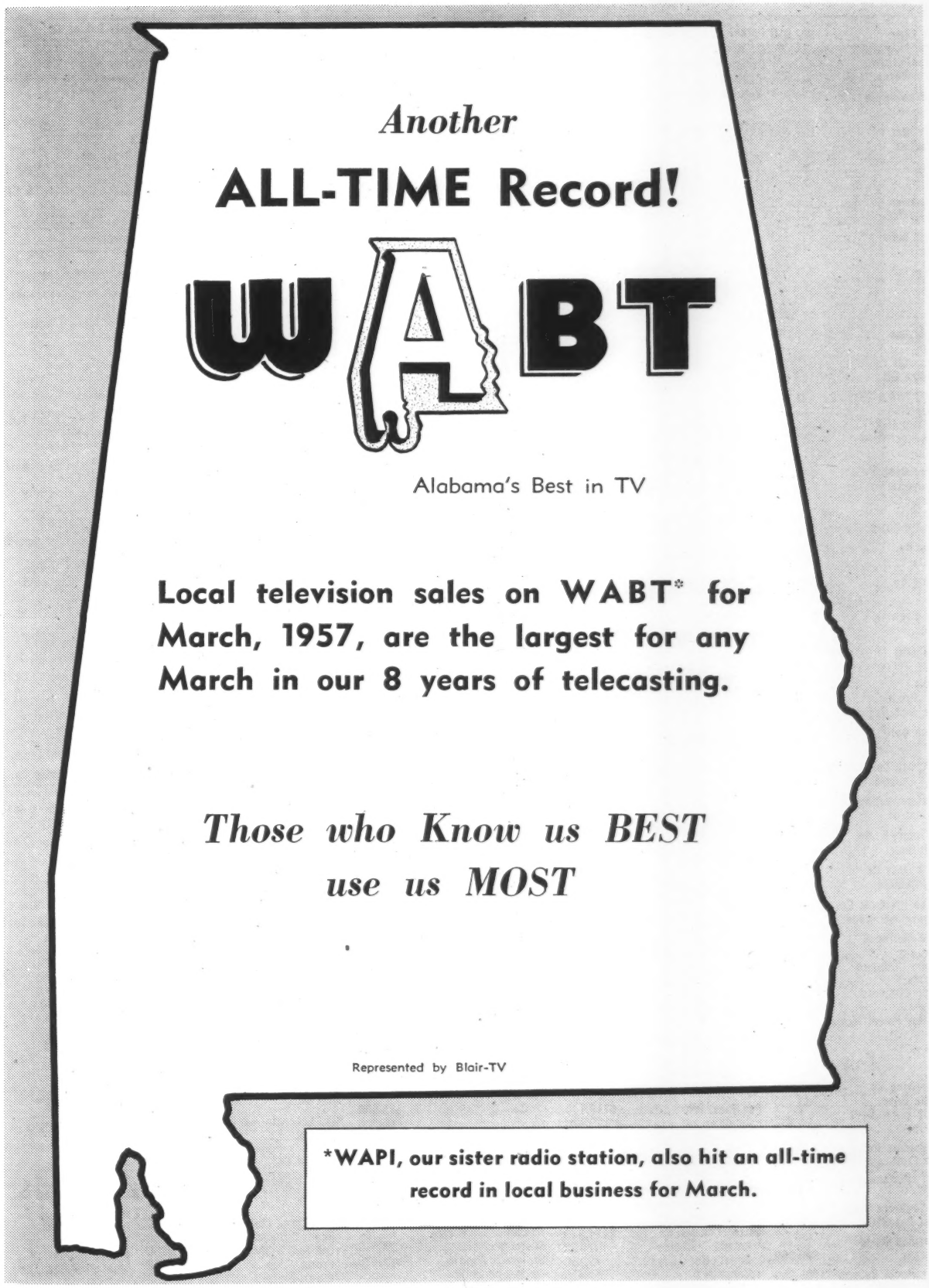
Nutone, Inc. $35,030
Various Household Products 35,030

O

O. J. Beauty Lotion Co. $47,280
Facial Lotion 47,280

Oak Cliff Baking Co. $24,980
Hollywood Bread 10,800
Sunbeam Bread 14,180

Oakite Products, Inc. $114,240
Oakite 114,240


Another
ALL-TIME Record!
WABT
Alabama's Best in TV
Local television sales on WABT* for March, 1957, are the largest for any March in our 8 years of telecasting.
Those who Know us BEST use us MOST
Represented by Blair-TV
*WAPI, our sister radio station, also hit an all-time record in local business for March.

1956 TV SPOT SPENDING BY BRAND

O-Cedar Corp. $92,010
O-Cedar Mops 10,750
O-Cedar Polishes 63,430
O-Cedar Waxes 17,830

Oertel Brewing Co. $139,350
Beer 139,350

Ohio Fuel Gas Co. $32,460
Natural Gas 32,460

Ohio Oil Co. $299,990
Marathon Gas & Oil 299,990

Ohio Provision Co. $191,600
Meat Products 191,600

O'Keefe & Merritt Co. $57,550
Stoves 57,550

O'Keefe's, Inc. $84,260
Ale 60,380
Beer 16,030
Stout 7,850

Oklahoma Gas & Electric $36,360
Utilities 36,360

Oklahoma Oil Co. $127,020
Oklahoma Oil 127,020

Oklahoma Tire & Suppy Co. $22,560
Car Supplies 12,660
Home Supplies 4,470
Schick Electric Razor 4,810
Tires 620

Old Judge Coffee Co. $52,110
Old Judge Coffee Inst. 4,830
Old Judge Cofee Inst/Reg. 28,670
Old Judge Coffee Reg. 18,610

Olga Coal Co. $38,590
Coal 38,590

Olson Rug Co. $34,320
Rugs 34,320

Olympia Brewing Co. $149,380
Olympia Beer 149,380

Omaha Public Power Dist. $51,520
Electric Service 51,520

Omar, Inc. $120,990
Bakery Products 118,040
Coffee Inst/Reg. 2,950

One Price Optical Co. $23,980
Eyeglasses 23,980

Orange-Crush Co./Bottlers $36,310
Orange Crush Drink 36,310

Orkin Exterminating Co. $183,450
Pest Control 183,450

Ortlieb, Henry F., Co. $131,600
Ortlieb Beer 131,600

Oswald & Hess Co. $43,470
Meat Products 43,470

Otoe Food Products Co. $58,200
Morton House Foods 58,200

Outboard Marine & Mfg. Co. $50,810
Evinrude Outboard Motors 44,160
Johnson Outboard Motors 1,310
Lawn Boy Power Mower 5,340

P

Pabst Brewing Co. $1,962,580
Eastside Beer 983,430
Old Tap Lager Beer 1,910
Pabst Beer 977,240

Pacific Gamble Robinson $77,120
Pacific Fruit 940
Snoboy Foods 65,230
Standby Foods 10,950

Pan-Am Southern Corp. $381,790
Pan-Am Gas & Oil 381,790

Pan-American World Airways $63,800

Paper Products Co. $106,290
No Bugs M'lady Drawer Paper 4,860
No Bugs M'lady Shelf Paper 101,430

Parker Pen Co. $60,650
Parker Pens 60,650

Parliament Food Plan $37,540
Foods & Freezers 37,540

Pate Oil Co. $63,730
Gas & Oil 63,730

Patterson, C. J., Co. $26,410
Bread 26,410

Paul's, Mrs., Kitchen $173,970
Frozen Sea Foods 155,350
Mrs. Paul's Frozen Foods 18,620

Paxton & Gallagher Co. $665,810
Butter-Nut Coffee Reg. 665,810

Paxton & Vierling $33,280
Steel Construction Mat. 33,280

Paxton Wholesale Grocery $21,840
Grab-It-Here Stores 21,840

Pearl Brewing Corp. $264,420
Pearl Beer 262,420

Pearson Pharmacal Co., Inc. $40,210
Eyegene 1,740
Pearson Sakrin 38,470

Peavey, F. H., & Co. $20,650
King Midas Grain 12,810
V-10 Protein Bread 7,840

Penick & Ford, Ltd. $143,010
Brer Rabbit Molasses 3,030
My-T-Fine Desserts 139,980

Penn Fruit Co. $123,550
Food Stores 72,610
Penn Fruit 50,940

Pennsylvania Engineering $51,310
Aerosect Insecticide 51,310

Peoples Gas, Light & Coke Co. $205,230
Utilities 205,230

People's Natural Gas $85,070
Natural Gas 85,070

Pepper, Dr., Co./Bottlers $716,790
Nu Grape Soft Drinks 12,260
Dr. Pepper Soft Drinks 700,910
Suncrest Soft Drinks 3,620

Pepsi Cola Co./Bottlers $1,993,000
Pepsi-Cola 1,993,000

Personal Products Corp. $30,930
Jonny Mop 6,240
Modess 24,690

Peter Paul, Inc. $1,546,760
Peter Paul Almond Joy 779,320
Peter Paul Mounds 767,440

Peter's Meat Products $59,450
Meats 59,450

Petersen Baking Co. $114,890
Frozen Fudge Brownies 190
Peter Pan Bread 114,700

Petri Wine Co. $497,310
G & D Vermouth 24,760
G & D Wine 25,120
Italian Swiss Colony Wine 310,140
Petri Wine 137,290

Petroleum Heat & Power Co. $22,730
Utilities 22,730

Pez-Haas, Inc. $119,170
Candy 119,170

Pfaff Sewing Mach. Sales $35,350
Pfaff Sewing Machines 35,350

Pfeiffer Brewing Co. $228,980
Beer 228,980

Pfeiffer Food Prod. Inc. $55,500
Salad Dressing 55,500

Pfizer, Charles, Co., Inc. $264,340
Animal Medicine 32,150
Bonadettes 73,130
Candettes 114,420
Feed Supplements 31,880
Hog Minerals 1,520
Terramycin 10,850
Vigofac 390

Pharmaceuticals, Inc. $1,108,580
Geritol 490,060
RDX Dietary Aids 170,350
Sedagel 8,950
Serutan 206,400
Sominex 63,780
Various Drugs 62,540
Viragex 72,940
Zarumin 33,560

Pharmaco, Inc. $35,670
Chooz 5,670
Feenamint 6,930
Medigum 18,540
Regutol 4,530

Pharma-Craft Corp., Inc. $401,300
Coldene 27,740
Fresh Deodorant 285,010
Heed Deodorant 14,640
Ting Antiseptic Cream 73,910

Phila. Dairy Prod. Co., Inc. $24,360
Dolly Madison Dairy Products 440
Dolly Madison Ice Cream 23,920

Philco Corp. $147,500
Philco Appliances 110,790
Philco TV Sets 36,710

Phillips Packing Co., Inc. $58,810
Phillips Pork & Beans 6,500
Phillips Soups 52,310

Phillips Petroleum Co. $624,370
Phillips 66 Gas & Oil 618,640
Tires 5,060
Trop-Arctic Motor Oil 670

Pictsweet Foods, Inc. $22,690
Frozen Foods 22,690

Piedmont Airlines $35,100

Piel Bros., Inc. $1,485,300
Piel's Beer 1,485,300

Piggly-Wiggly Stores $40,510
Food Products 40,510

Pillsbury Mills, Inc. $692,150
Ballard & Ballard Biscuit 80,820
Ballard Flour 69,260
Ballard Meal 2,090
Feeds 40,800
Globe A-1 Flour 34,260
Ice Box Cookies 32,080
Obelisk Flour 89,090
Pillsbury Cake Mixes 74,240
Pillsbury Flour 254,150
Pillsbury Hot Roll Mix 5,710
Pillsbury Pancake Mix 6,830
Presto Drink A Mix 2,820

Pilsner Brewing Co. $235,720
P. O. C. Beer 235,720

Pinkham, Lydia E., Med. Co. $76,020
Pinkham, Lydia E., Veg. Compound 76,020

Pio Wine Co. $40,760
Hi Boy Wine 3,120
Pio Wine 37,640

Pioneer Hi-Bred Corn Co. $20,800
Hybrid Corn 17,030
Hyline Chicks 3,770

Pittsburgh Brewing Co. $280,750
Iron City Beer 183,560
Tech Beer 97,190

Pittsburgh Pro. & Pack. Co. $45,900
Meats 45,900

Planters Nut & Choc. Co. $53,360
Planters Peanut Butter 16,300
Planters Peanut Oil 15,000
Planters Peanuts 22,060

Plough, Inc. $778,400
Mexsana Heat Powder 12,130
Mexsana Skin Cream 63,350
Mistol-Mist 58,510
St. Joseph Aspirin 591,420
St. Joseph Child Aspirin 52,990

Power Products, Inc. $210,100
Baltimore Slicer 3,600
Blendor 50,630
Super Jet Spray Gun 155,870

Prairie Farms Creamery $21,840
Dairy Products 21,840

Prescott, J. L., Co. $117,180
Dazzle Bleach 112,800
Dazzle Starch 4,380

Pridham-Davis $21,820
Optometrists 21,820

Prince Macaroni Co. $94,690
Macaroni 61,420
Spaghetti 33,270

Procter & Gamble Co. $17,522,450
American Family Detergent 217,720
American Family Soap 29,140
Biz Liquid Detergent 61,570
Big Top Peanut Butter 633,770
Camay Soap 109,560
Cheer 783,770
Comet 400,960
Crest 2,818,170
Crisco 25,100
Dash 1,693,880
Dreft 134,980
Drene Shampoo 213,270
Duz 743,500
Fluffo 147,610
Gleem 1,609,620
Ivory Bar Soap—Laundry 15,680
Ivory Flakes 1,024,660
Ivory Snow 751,390
Ivory Toilet Soap 15,720
Jif Peanut Butter 47,650
Joy 1,785,900
Lava Soap 1,288,630
Lilt Home Permanent 201,570
Oxydol 774,220
Pin-It Home Permanent 7,210
Prell Shampoo 226,030
Secret Cream Deodorant 27,390
Secret Home Permanent 3,730
Shasta Shampoo 9,170
Spic & Span 991,250
Tide 513,820
Velvet Blend Shampoo 39,860
Whirl Liquid Shortening 36,930
Zest Beauty Bar 139,020

Proctor Electric Co. $755,360
Ironing Board 39,940
Proctor Appliances 702,510
Zedalon Iron Board Covers 12,910

Professional Laundry Assn. $38,650
Laundry Services 38,650

Progress Brewing Co. $30,040
Progress Beer 30,040

Progresso Foods $86,580
El Progresso Foods 75,750
Spices 10,830

Prudential Ins. Co., of Amer. $65,810

Public Loan Co. $23,760
Loans 23,760

Pure Laboratories, Inc. $77,080
Byvirol 77,080

Pure Oil Co. $201,360
Anti-Freeze 300
Gas & Oil 200,090
Tires 970

Purex Corp., Ltd. $139,180
Beads-O-Bleach 1,080
Old Dutch Cleanser 17,160
Protex Soap 115,250
Purex Bleach 300
Sweetheart Soap 5,390

Puritan Mills $20,760
My-T-Pure Flour 20,760

Purity Baking Co. $70,990
Bakery Products 70,990

Purity Biscuit Co. $32,850
Town House Crackers & Cookies 32,850

Q

Q-Tips, Inc. $67,910
Q-Tips Cotton Swabs 67,910

Quaker City Choc. & Conf. Co. $200,130
Good & Plenty Candy 200,130

Quaker Oats Co. $619,200
Aunt Jemima Corn Meal 18,640
Aunt Jemima Flour 6,060
Aunt Jemima Pancake Mix 49,420
Aunt Jemima Waffle Mix 13,820
Corn Bread Mix 394,450
Ful-O-Pep Feed 15,720
Masa Harina Tortilla Mix 2,920
Puffed Rice 710
Puss N Boots Cat Food 28,380
Quaker Oats 45,890
Various Cereals 43,190

Quaker State Oil Refining $101,050
Quaker State Gas 10,670
Quaker State Motor Grease 870
Quaker State Oil 89,510

Quality Bakers of America $424,290
Breads 180,570
Butterkrust Bread 33,360
Schott's Hollywood Bread 3,380
Stroehmann's Bread 18,760
Sunbeam Bread 185,350
V-10 Protein Bread 2,870

R

RCA Dealers $96,180
RCA Air Conditioners 240
RCA Appliances 9,670
RCA Radios 750
RCA TV Sets 48,800
Whirlpool Appliances 36,720

R. J. Oil & Refining Co. $31,070
500 Gasoline 31,070

RKO Radio Pictures, Inc. $67,970
Movie Publicity 67,970

RAD Products Co. $34,150
Rad White Crystal Bleach 34,150

Radiart Corp. $164,260
CDR Rotor Antennas 164,260

Radio Corp. of America $1,407,130
RCA Appliances 1,110,100
RCA Radio & TV Sets 297,030

Rainbo Bakers $104,000
Rainbo Bread 104,000

Ralston-Purina Co. $1,143,750
Chicken Startina Feed 2,600
Instant Ralston Cereal 21,710
Poultry Feeds 6,110
Purina Chows 157,060
Purina Dog Chow 714,570
Purina Feeds 7,180
Ralston Cereals 141,220
Ry-Krisp 93,300

Rancho Soup Co. $37,560
Rancho Soups 37,560

Ransom Insurance Co. $59,750

Rath Packing Co. $790,620
Canned Meats 64,840
Chopettes 320,630
Frozen Meats 15,640
Meat Products 389,510

Rayco Mfg. Co. $721,530
Auto Convertible Tops 24,700
Auto Seat Covers 696,830

Ray-O-Vac Co. $88,040

Hey ma...he needs advice

There are many times when *you* need advice on fire insurance. The best man to see is your *independent* local agent—an expert. You can be sure of his personal attention to your problems.

It is the business of a Capital Stock Company agent or broker to see that you get the proper insurance coverage. He is one of 200,000 *independent* local agents and brokers in business for themselves, to serve you.

Your local agent is nearby. He's handy when you need him fast. You can talk to him any time. He will see that you have the right kind of insurance and the right amount, whether it's fire or any other insurance.

So for quality insurance service, see your independent local Capital Stock Company agent.

CAPITAL STOCK COMPANY INSURANCE
Standard protection

NATIONAL BOARD OF FIRE UNDERWRITERS

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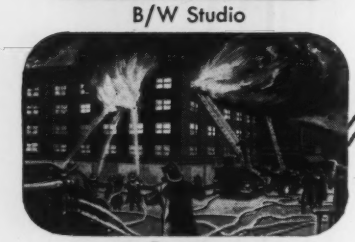
For quality, look for this symbol. Only an independent Capital Stock Company agent or broker may display it.

Network

Color Studio

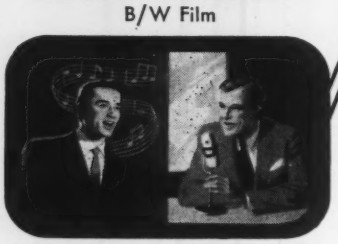
B/W Studio



Remote

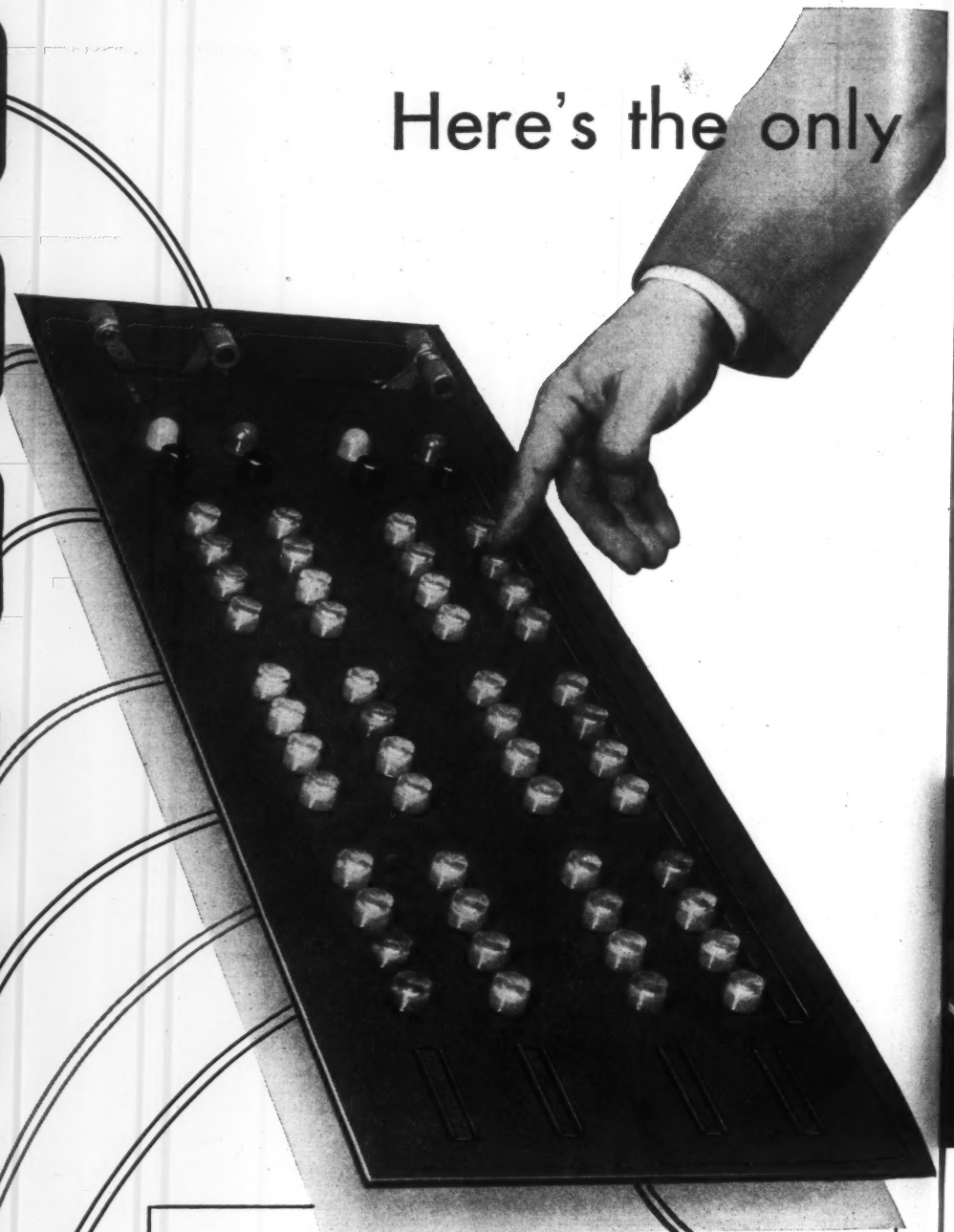
Color Film

B/W Film



Special Effects, Montage, etc.

Here's the only



Applicable anywhere in TV system

Meets highest performance standards

1. Crosstalk better than 55 db down.
2. Ideally suited to studio, master or transmitter control.
3. Switch action makes all contacts simultaneous within one millisecond.
4. Holds differential gain within 0.1 db.
5. Limits differential phase to below 0.1 degree.
6. Perfect input match to 75 ohm line . . . requires no high frequency compensation . . . flat to 7 mc.
7. Module design permits 10 or 15 inputs and 2, 4 or 6 outputs per switch.
8. 10 x 6 switch requires only 21″ of rack space . . . Controls grouped for easy identification and operation.

proven TV switching system for all color and monochrome!

New Philco switch provides centralized—transientless—control of simultaneous color . . . coded-color . . . monochrome for studio control, master control or transmitter

Before you expand station facilities or update present equipment . . . get the facts on simultaneous switching from Philco. This new switch offers significant savings over other systems in requirements for video processing equipment . . . handles TV color or monochrome—composite or non-composite—by remote control.

Only the new Philco switching system permits use of a single color or two colors alone. The scope of special program effects is greatly increased since switching can be accomplished before the signal has been color coded.

Audio switching, sync insertion, tally-lights and change from color to monochrome may be easily interlocked with video switching. Low voltage DC Relays eliminate costly video cabling. This new switching system has been proven over thousands of hours of operation on RGB and composite switching. Life tested for more than a million switching cycles without maintenance or failure.

SEE THIS SWITCH AND THE COMPLETE CINESCANNER SYSTEM DEMONSTRATED AT NARTB, CONRAD HILTON HOTEL, CHICAGO, APRIL 7-11, BOOTH #11

Studio Control

Master Control

Transmitter

PHILCO® CORPORATION

GOVERNMENT AND INDUSTRIAL DIVISION

Philadelphia 44, Pennsylvania • In Canada—Philco Corporation of Canada Limited, Don Mills, Ontario

1956 TV SPOT SPENDING BY BRAND

Ray-O-Vac Batteries 88,040

Read, J. L., Co. **$28,330**
Reads Potato Salad 28,330

Reader's Digest Assoc. **$744,990**
Reader's Digest Magazine 744,990

Ready-To-Bake Foods **$40,550**
Puffin Biscuits 40,550

Realemon-Puritan Co. **$55,190**
Lemon Juice 51,940
Prune Juice 3,250

Red Bud Food Stores **$26,610**

Red Cap Refresher Co. **$26,000**
Red Cap Refresher 26,000

Red Dot Food Co. **$35,590**
Potato Chips 35,590

Reddi-Wip Mfg. Co. **$74,300**
Whipped Cream 74,300

Redi-Maid Co. **$37,300**
Redi-Maid Orange Juice 37,300

Reeses, Inc. **$50,530**
Candy 50,530

Regal Pale Brewing Co. **$412,550**
Regal Pale Beer 412,550

Rehrig Mfg. Co. **$20,600**
White House Salad Dressing 20,600

Reilly, Wm. B., & Co., Inc. **$758,720**
Luzianne Coffee Inst. 59,150
Luzianne Coffee Inst/Reg 415,340
Luzianne Coffee Reg. 284,230

Remco Industries **$39,710**
Electric Toys 39,710

Renaire Corp. **$74,110**
Food Freezer Plan 74,110

Renken, M. H., Dairy **$35,070**
Milk Products 35,070

Republic Furniture Co. **$31,660**
Furniture 31,660

Republican Party **$774,130**

Revlon, Inc. **$1,817,870**
Aquamarine Spray Mist 27,790
Clean N Clear Facial Cream 370
Cosmetics 669,310
Hi & Dri 1,900
Intimate Cologne 36,910
Lipstick 21,230
Nail Polish 142,420
Satin-Set Pin Curl Spray 266,200
Silicare Baby Lotion 24,070
Silicare Hand Lotion 8,230
Silken Net Hair Spray 612,730
Sun Bath Tanning Lotion 6,710

Rexall Drug Co./Dealers **$178,060**
Rexall Drugs 178,060

Reynolds, R. J., Tobacco Co. **$1,952,760**
Camel 680,690
Cavalier 292,320
Prince Albert Pipe Tobacco 1,470
Salem 171,320
Winston 806,960

Rheas Bakery **$56,250**
Baked Goods 56,250

Rheem Mfgr. Co. **$42,560**
Air Conditioners 7,620
Rheem Water Heaters 2,680
Stoves 31,350
Wedgewood Range 910

Rich Products Corp. **$30,880**
Ice Cream 30,880

Richman Brothers Co. **$154,700**
Clothing 154,700

Richfield Oil Corp. **$543,010**
Richfield Gas & Oil 543,010

Richter's Bakery **$23,400**
Butter Krust Bread 23,400

Ringling Bro. Barnum & Bailey **$20,150**
Circus 20,150

Ritchie, Harold F., Inc. **$2,341,660**
Brylcreem 1,913,500
Eno Effervescent 155,460
Scott's Emulsion 272,700

Riviera Mfg. Co. **$40,390**
Riviera Sofa Beds 40,390

Roberts, Rev., Oral **$460,780**
Religion 460,780

Roberts Dairy Co. **$45,150**
Dairy Products 45,150

Robilio & Cuneo Co. **$50,270**
Ronco Macaroni 18,200
Ronco Spaghetti 32,070

Rockwood & Co. **$76,550**
Rockwood Chocolates 76,550

Rogers Jewelry Co. **$32,510**
Jewelry 32,510

Roman Cleanser Co. **$23,700**
Roman Cleanser Bleach 23,700

Roman Meal Co. **$22,910**
Roman Meal Bread 4,320
Roman Meal Cereal 18,590

Ronzoni Macaroni Co. **$281,070**
Macaroni 281,070

Rosen Raymond Co. **$78,340**
RCA Products 78,340

Roto-Broil Corp. of Amer. **$305,090**
Rotisseries 305,090

Roto-Rooter Corp. **$269,920**
Plumbing Tool 269,920

Royal Baking Co. **$45,920**
Baked Goods 45,920

Royal Window Co. **$30,730**
Storm Windows 30,730

Royster, F. S., Guano Co. **$44,910**
Fertilizer 44,910

Rubinstein Helena, Inc. **$54,810**
Cosmetics 32,590
Naildress 15,400
Reducing Aid 6,820

Rudy's Sausage Co. **$22,040**
Meats 22,040

Ruppert, Jacob, Brewery **$489,400**
Knickerbocker Beer 454,140
Ruppert Beer 35,260

Russell-Miller Milling Co. **$21,390**
American Beauty Flour 19,080
Occident Flour 2,310

Rust-Oleum Corp. **$54,040**
Rust-Oleum Rust Preventive 54,040

S

S. O. S. Co. **$23,020**
SOS Soap Pads 22,050
Tuffy 970

S. S. S. Co. **$223,070**
Neurabalm 13,060
S. S. S. Tonic 210,010

S & W Fine Foods, Inc. **$28,820**
Food Products 28,820

Safeco Insurance Co. **$44,440**

Safeway Stores, Inc. **$978,430**
Bel-Air Frozen Juices 22,790
Captains Choice Frozen Fish 15,690
Cragmont Beverages 9,880
Dairy Products 780
Candy 3,890
Foods Stores 694,880
Guthrie Cookies 5,190
Jane Arden Cookies 5,840
Lucerne Milk 3,900
Meats 38,110
Poultry 42,860
Royal Satin Shortening 860
Scotch Treat Lemonade 1,260
Skylark Bread 130,160
Sunny Bank Margarine 1,950
Whitney Frozen Foods 390

Salada Tea Co., Inc. **$1,006,600**
Salada Tea 1,006,600

San Giorgio Macaroni Co. **$58,570**
Macaroni 58,570

San Joaquin Baking Co. **$72,020**
Rainbo Bread 72,020

Sanitary Dairies **$48,970**
Dairy Products 48,970

Santa Clara Packing Co. **$35,480**
Canned Salad 31,670
Fruits 3,810

Santa Fe Vintage Co. **$132,810**
Sante Fe Wine 132,810

Sardeau, Inc. **$717,840**
Sardo Bath Oil 717,840

Sardis Enterprises, Inc. **$23,900**
Sardis Sauce 23,900

Sauer, C. F., Co. **$23,210**
Duke's Extracts 6,570
Duke's Mayonnaise 1,960
Duke's Salad Dressing 13,660
Duke's Spices 1,020

Sawyer's, Inc. **$42,740**
Viewmaster 42,740

Scandinavian Airlines **$26,160**

Schaefer, F & M, Brew. Co. **$648,040**
Schaefer Beer 648,040

Schaffer Baking Co. **$27,380**
Bread 27,380

Scheidt, Adam, Brewing Co. **$65,910**
Rams Head Ale 8,790
Valley Forge Beer 57,120

Schlitz, Jos. E., Brewing Co. **$638,370**
Schlitz Beer 638,370

Schlitz Distributors **$57,040**
Schlitz Beer 57,040

Schluderberg, W.,—T. J. Kurdle Co. **$110,710**
Esskay Meats 110,710

Schmidt, Jacob, Brewing Co. **$126,480**
Schmidt Beer 126,480

Schmidt, G., & Sons, Inc. **$268,830**
Ale 63,720
Beer 205,110

Schoenling Brewing Co. **$346,230**
Beer 346,230

Scholl Mfg. Co., Inc. **$54,370**
Dr. Scholl's Foot Remedies 54,370

Schonbrunn, S. A., & Co., Inc. **$281,780**
Savarin Coffee Reg. 281,780

Schott's Bakery **$26,930**
Bread 26,930

Scott Paper Co. **$229,510**
Cut-Rite Wax Paper 86,910
Scotkins 10,950
Scott Tissue 62,230
Scott Towels 7,460
Scottie Tissues 46,560
Soft-Weve 14,100
Wonder Wrap 1,300

Scudder, Laura Food Co. **$41,990**
Animal Crackers 10,400
Mayonnaise 530
Peanut Butter 1,300
Potato Chips 18,840
Various Foods 10,920

Scripto, Inc. **$256,630**
Scripto Pencils 241,050
Scripto Pens 15,580

Seaboard Finance Co. **$52,690**
Loans 52,690

Seabrook Farms, Inc. **$227,880**
Seabrook Frozen Foods 227,880

Seager, Helaine, Co. **$3,096,150**
Drops of Gold 358,260
Majitinge/Tinge 597,980
Pink Ice Cosmetics 1,993,530
Tint-N-Set 146,380

Sealy Mattress Co./Dlrs. **$795,680**
Sealy Mattresses 795,680

Sears Roebuck & Co. **$350,250**
Stores & Mail Order 317,250
Allstate Insurance 33,000

Seeck & Kade, Inc. **$302,490**
Pertussin Cough Remedy 302,490

Seeman Brothers, Inc. **$110,580**
Airwick 41,970
White Rose Coffee Reg. 1,540
White Rose Tea Reg. 67,070

Selchow & Richter **$73,460**
Games 47,520
Scrabble 25,940

Serta Assoc., Inc./Dealers **$295,440**
Mattresses 295,440

Servel, Inc. **$57,850**
Servel Appliances 57,850

Seven-Up Co./Bottlers **$1,201,450**
Seven-Up 1,201,450

Shaler Co. **$92,640**
Rislone Oil Additive 92,640

Sheaffer, W. A., Pen Co. **$125,610**
Sheaffer Pens 125,610

Sheffield Farms **$22,160**
Dairy Products 22,160

Shell Oil Co. **$2,000,220**
Shell Gas & Oil 2,000,220

Sheraton Furniture Co. **$23,400**

Shulton, Inc. **$26,890**
Bronztan 6,820
Old Spice Products 20,070

Shwayder Bros., Inc. **$26,060**
Samsonite Luggage 26,060

Sicks Seattle Brewing & Malting Co. **$185,760**
Rainier Beer 185,760

Sidles Co. **$28,600**
Antennas 1,510
Appliances 1,690
Chrysler Air Conditioners 2,090
RCA Estate Ranges 520
RCA TV Sets 17,680
Sieberling Tires 1,910
Whirlpool Washer & Dryer 3,200

Siegler Corp. **$33,050**
Gas Heaters 2,600
Oil Heaters 30,450

Signal Oil Co. **$81,000**
Signal Gas & Oil 81,000

Simmonds Upholstery Co. **$147,480**
Reupholstering 113,080
Upholstering 34,400

Simmons Co./Dealers **$1,140,020**
Simmons Mattresses 1,140,020

Simon, Wm., Brewery Co. **$35,740**
Ale 11,930
Beer 23,810

Simoniz Co. **$537,180**
Ivalon Sponges 112,950
Simoniz Body Guard 34,970
Simoniz Floor Wax & Polish 47,810
Simoniz Furniture Polish 870
Simoniz Hi-Lite Polish 227,850
Simoniz Polishes 54,120
Simoniz Waxes 56,770
Vista 1,840

Sinclair Refining Co. **$675,460**
Sinclair Gas & Oil 675,460

Singer Sewing Machine Co. **$66,930**
Singer Sewing Machines 66,930

6 O'Clock Foods, Inc. **$29,190**
7-Minute Products 29,190

Skelly Oil Co. **$139,440**
Skelgas & Oil 139,440

Skillern's Drug Co. **$38,270**
Drug Chain 38,270

Skinner Mfg. Co. **$31,400**
Raisin-Bran 7,460
Skinner's Macaroni 23,940

Slenderella Co. **$399,180**
Reducing Salons 399,180

Slumberland Products Co. **$38,290**
Mattresses 38,290

Smith Brothers, Inc. **$320,980**
Cough Drops 320,980

Smith, J. Allen, Co. **$35,790**
White Lily Flour 35,790

Smith Corona, Inc. **$23,170**
Typewriters 23,170

Smith-Douglas Co., Inc. **$29,590**
Fertilizer 29,590

Smith Oil & Refining Co. **$36,390**
Gas & Oil 23,870
Gulf Oil Prods. 12,520

Smokey Joe's **$45,650**
Barbeque Beans 29,780
Barbecue Sauce 8,030
Bar-B-Q Beef Sandwich, Frozen 7,840

Socony Mobil Oil Co. Inc. **$1,228,650**
Mobilgas & Mobiloil 1,228,650

Southern Brewing Co. **$26,070**
SB Ale 7,660
SB Beer 18,410

Southern California Gas **$68,840**
Servel Appliances 27,800
Utilities 41,040

So. Calif. Plastering Inst. **$43,200**
Plasterers 43,200

Southern Pacific Co. **$33,350**
Rail Travel 33,350

Southern Union Gas Co. **$20,620**
Appliances 7,800
Natural Gas 12,820

Southland Coffee Co. Inc. **$26,370**
Bailey Supreme Coffee Ins. 1,090
Bailey Supreme Coffee Ins./Reg. 21,270
Bailey Supreme Coffee Reg. 1,090
Chicafe Inst./Reg. 2,920

Sparklett's Drinking Water **$67,340**
Water 67,340

Spaulding Bakeries Co. **$27,170**
Baked Goods 27,170

Spearman Brewing Co. **$31,770**
Spearman Ale 20,950
Spearman Beer 10,820

Special Foods, Inc. **$43,520**
Jays Potato Chips 43,520

Speed Queen Corp. **$100,320**
Speed Queen Appliances 6,580
Speed Queen Dryers 7,990
Speed Queen Ironers 2,310
Speed Queen Washing Mach. 83,440

Speedway Petroleum Corp. **$155,640**
Speedway 79 Gas 155,640

Sperry Candy Co. **$23,720**
Candy 23,720

Sperry & Hutchinson **$27,450**
Green Trading Stamps 27,450

Sperry-Rand, Inc. **$232,100**
Institutional 440
Remington Electric Shaver 207,860
Typewriters 23,800

Spriggs, R. E., Co. **$290,880**
A-1 Ale 83,970
Champale 17,860
Coor's Beer 31,100
Country Club Stout 128,670
Goebel Beer 29,280

Squirt Co./Bottlers **$177,670**
Squirt Mixer 15,920

ASCAP MUSIC
Sells the Main Street Merchant.

The Editor's Corner

SUPERMARKET NEWS, MONDAY, FEBRUARY 18, 1957

Now for 'The Pizza Polka'

Into the deadly serious business of food distribution comes a gay note from the American Society of Composers, Authors & Publishers. It has just completed a project that should broaden the horizon for any supermarket operator who believes the only music in his market is what has been described as the merry jingle of the cash register.

Some 1,000 song titles that pertain to businesses of various types have been catalogued by ASCAP in a booklet it calls, "Music for the Main Street Merchant."

There are deathless ditties for each retail industry. For the clothing store, Jimmy Durante's "I'll Do the Strut-Away in My Cutaway," and a few dozen other melodic morsels are listed. There are no less than 15 just beginning with the letter "S" among the sophisticated symphonies for the shoe field, tunes we all know and love, like "Saddle Shoe Boogie," "Sand in My Shoes," "Shoe Shine Boy," and others.

It is more than a listing of musical compositions, for this booklet sings of technological progress as it covers the home furnishings industry by moving on from "Washboard Blues" to the "Washing Machine Blues," by different composers and publishers who we are left to assume may not even know each other.

• • •

But it is the supermarket operator whose merchandise is leader of them all as inspiration for the tunesmiths. About 405 titles fall in his domain.

There are classics like "I Like Bananas, Because They Have No Bones," "I'm Putting All My Eggs in One Basket," and a listing here reproduced verbatim: "Who Threw the Overalls in Mrs. Murphy's Chowder? See: Apparel."

Others do not have as familiar a ring, but by title alone would seem to deserve more recognition. We refer to "How Lovely Cooks the Meat," "Chicken Foot, Sparagrass, Hominy 'N Butter," "Gooseberries Ain't Got Legs," and "A Strawberry Moon in a Blueberry Sky."

There's cacophony in the conflicting concepts of "Life Is Just a Bowl of Cherries," and "Life Is Like a Slice of Cake," but the point shines through that Tin Pan Alley can make a song out of a can of cream of mushroom soup.

• • •

The ASCAP collation makes fine reading. It also suggests that perhaps the food trade might institute some annual award to the songwriter who best interprets the mood of the supermarket industry. Then we might add to the listing such items as "The Trading Stamp Stomp," or "The 9 P.M. Checker Blues."

At least, it's a pleasant diversion from thoughts of tight money, the need for better middle-management executives and the danger of overexpansion.

—Julian H. Handler

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AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS
575 Madison Avenue, New York 22, New York

1956 TV SPOT SPENDING BY BRAND

Squirt Soft Drink 161,750

Standard Brands, Inc. ..$1,512,780
Blue Bonnet Margarine 111,180
Chase & Sanborn Coffee Inst. 133,520
Chase & Sanborn Coffee Inst./Reg. .. 12,830
Chase & Sanborn Coffee Reg. 2,550
Fleischman's Yeast 34,030
Hunt Club Dog Food.... 803,600
Kendall Cat Food 4,550
Kendall Dog Food 219,400
Tenderleaf Tea Reg. 191,120

Standard Brewing Co. $360,700
Erin Brew Beer 340,330
Standard Ale 7,350
Standard Beer 13,020

Standard Food Markets ...$143,610
Humpty Dumpty Food Mkts. 146,610

Standard Grocery Co. $46,440
Foods 46,440

Standard Knitting Mills $30,310
Healthknit Underwear 30,310

Standard Mattress Co. $20,780
Gold Bond Mattresses 20,780

Standard Milling Co. $43,640
Ceresota Flous 4,960
Heckers' Flour 38,680

Standard Oil Co. of Calif. $474,410
Calso Gas 257,310
Chevron Gas 122,200
RPM Oil 94,900

Standard Oil Co. of Canada $21,280
Gas & Oil 21,280

Standard Oil Co. of Ind. $1,247,170
Standard Gas & Oil 1,247,170

Standard Oil Co. of Ohio $537,540
Boron Gasoline 5,720
Sohio Gas & Oil 530,390
Tires 1,430

Standard Oil Co. of Texas ..$34,040
Chevron Gasoline 34,040

Star-Kist Foods, Inc. $62,520
French Sardines 8,690
Star-Kist Tuna 53,830

State Farm Insurance Co. $42,950

State Line Potato Chip Co. $59,660
Potato Chips 59,660

Statler Tissue Corp. $67,920
Statler Paper 2,380
Statler Tissues 11,170
Towels 54,370

Stauffer System $23,900
Figure Control 23,900

Stegmaier Brewing Co. $201,900
Stegmaier Ale 15,860
Stegmaier Beer 186,040

Sterling Breweries, Inc. ..$137,880
Beer 137,880

Sterling Drug, Inc. $8,823,300
Bayer Aspirin 2,994,960
Bayer Aspirin-Children's 17,680
Campho-Phenique 17,340
Dr. Caldwell's Laxative 229,530
Dr. Lyon's Dentifrices 635,830
Double Danderine 114,640
Energine 438,390
Fizrin 1,178,190
Fletcher's Castoria 141,970
Haley's Boostered Aspirin 101,280
Haley's M. O. 851,930
Instantine 145,400
Ironized Yeast 149,900
Mollé Shaving Soap.... 288,090
Pepsomar 172,080
Phillips Milk of Magnesia 1,262,070
Phillips Milk of Magnesia Toothpaste 39,160
Z. B. T Baby Powder.... 44,860

Stern Bros. Plumbing Co. ..$23,400
Plumbing Supplies 23,400

Stern, S. R. Labs $41,970
Duets 41,970

Stewart-Warner Corp. $132,870
Alemite Lubricating Systems 127,890
South Wind Car Heaters 4,980

Stewart's, Inc. $42,270
Mayonnaise 3,380
Potato Chips 13,050
Stewart's Cookies 25,840

Stokely-Van Camp, Inc. ...$916,270
Honor Brand Frozen Foods 14,710
Pictsweet Frozen Foods.. 9,720
Tenderoni Macaroni 13,820
Van Camp Canned Foods 878,020

Stop & Save Trading Stamp $75,500
Trading Stamps 75,500

Storz Brewing Co. $135,020
Beer 135,020

Streator Read Foods, Inc. 22,760
Potato Salad 22,760

Strietmann Biscuit Co. $143,750
Cookies & Crackers 143,750

Stroehmann Brothers $37,830
Bread 37,830

Stroh Brewing Co. $401,260
Stroh Beer 401,260

Studebaker-Packard Corp. $653,210
Packerd Cars 253,750
Studebaker Cars 395,610
Studebaker Trucks 3,850

Stuhmer Baking Co. $35,490
Bread 35,490

Sugardale Provision Co. $38,840
Meats 38,840

Sullivan, R. G., Inc. $72,390
Dexter Cigars 41,790
7-20-4 Cigars 30,600

Sun Drug Co. $123,760
Drug Products..... 123,760

Sun Oil Co. $63,020
Sunoco Gas & Oil 63,020

Sun Ray Drug Co. $128,700
Drug Stores 128,700

Sunbeam Bakeries $22,320
Sunbeam Bread 22,320

Sunbeam Corp. $21,070
Sunbeam Appliance Dlrs. 580
Sunbeam Appliances 1,980
Sunbeam Power Mower .. 18,510

Sunnyvale Packing Co. $26,640
Aunt Penny's White Sauce 26,640

Sunshine Biscuit Co. $810,070
Cookies & Crackers 810,070

Super Valu Stores $30,840
Food Stores 27,080
Super Markets 3,760

Superior Feed Mill, Inc. ...$77,060
Superior Poultry & Stock Feed 77,060

Superior Provision Co. $103,900
Meats 103,900

Supplee-Wills-Jones Milk...$55,390
Chocolate Milk 2,860
Dairy Products 6,850
Ice Cream 40,740
Sealtest Ice Cream 4,940

Surgitube Products Corp....$36,660
Surgitube Bandage 36,660

Sutton, O. A., Inc. $20,200
Vornado Air Conditioner.. 20,200

Sweet-Orr Co., Inc. $26,770
Work Clothes 26,770

Sweets Co. of America, Inc. $97,930
Tootsie Rolls 97,930

Swift & Co. $1,091,940
All Sweet Margarine.. 1,360
Brown N Serve Rolls.... 3,590
Brown N Serve Sausage 14,710
Butter 450
Cheese 7,360
Dairy Products 8,210
Frozen Chicken 9,170
Frozen Foods 73,510
Frozen Meats 309,160
Hams 94,160
Honey Cup 580
Ice Cream 113,380
Jewel Salad Oil 16,360
Jewel Shortening..... 10,920
Martha Logan Cooking Schl. 8,380
Meat Products 324,550
Pard Dog Food 11,150
Poultry 45,430
Table Ready Meats 36,800
Vigoro Fertilizer 2,710

Sylvan Seal Milk Co. $101,640
Sylvan Seal Milk 101,640

T

Table Talk Pie Co. $94,160
Pastry 94,160

Tafon Distributors, Inc....$821,950
Avatrons 48,800
Kobar 11,970
Peels 98,980
RX 30 11,340
Tafon 640,620
Triplehist 10,240

Tampa Florida Brewery $37,130
Tropical Ale 3,030
Tropical Beer 34,100

Tanney's, Vic, Gym $263,010
Gymnasiums 263,010

Tasty Baking Co. $93,640
Tasty Kake 93,640

Taylor-Reed Corp. $142,420
Cocoa Marsh 75,180
E-Z Pop Popcorn 17,520
Q-T Instant Frosting 49,720

Tea Council of U.S.A. $965,710
Tea Promotion 965,710

Tenilhist Co. $79,450
Nose Spray 20,290
7 Day Wonders 5,560
Tenilhist Cough Syrup..... 53,600

Terre Haute Brewing Co. $116,040
Champagne Velvet Beer 116,040

Terry Foods Co. $113,630
Terry Frozen Foods 113,630

Tesco Chemical Co. $35,410
Insecticide 31,840
TesTed 3,570

Tetley Tea Co., Inc. $72,860
Tetley Tea Regular 72,860

Texas Co. $169,090
Texaco Gas & Oil 169,090

Texas Electric Service Co. $65,490
Light & Power 65,490

Texas Lumber Mfg. Assn....$84,090
Southern Yellow Pine Lumber 84,090

Texas State Optical Co. $71,310
Optical Service 71,310

Texize Chemical Co. $236,610
Texize Detergent 6,320
Texize Household Cleaner 195,860
Texize Pine Oil 26,500
Texize Starch 7,930

Thomas, S. B., Inc. $201,240
English Muffins 1,620
Protein Bread 199,620

Thorp Finance Corp. $36,910
Loans 36,910

Thrift Drug Co. $139,320
Drug Products 139,320

Tidewater Associated Oil..$314,220
Tydol & Veedol 314,220

Tidy House Products Co. ..$66,500
Blu-Glostex 11,590
Dexol Bleach 11,810
Gloss Tex 17,960
Perfex Cleaner 12,590
Shina-Dish 12,550

Time, Inc. $146,910
Life Magazine 94,330
Time Magazine 52,580

Tipon Corp. $28,020
Tipon 28,020

Tobin Packing Co., Inc. $35,370
Arpeako Meats 7,010
First Prize Meat Prod..... 28,360

Top Value Enterprises....$1,041,480
Top Value Trading Stamps 1,041,480

Townley Dairy $73,040
Dairy Products 73,040

Toy Guidance Council $92,720
Toys 92,720

Trans American Air Lines $82,690

Transogram Co., Inc., ...$26,400
Toys 26,400

Triangle Sewing Mach. Co. $53,230
Triangle Sewing Machines 53,230

Tri-Nut Co. $24,790
Tri-Nut Margarine 24,790

Tri-State Appliance Co. $62,020
Appliances 62,020

Troll Enterprises $62,390
Easy-Add 62,390

Tru Craft Hosiery Co. $56,930
Hosiery 56,930

Turner-Smith Drug Co. $23,400
Goldoxin 20,150
Poundex 3,250

Tuxedo Candy Co. $22,840
Roxbury Candy 20,670
Tuxedo Candy 2,170

U

Uneeda Doll Co. $21,910
Dolls 21,910

Ungar Electric Co. $23,900
Snippy Electric Scissors.. 23,900

Union Mortgage Co. $31,400
Institutional 31,400

Union Oil Co., of Calif. $22,860
Royal Triton Motor Oil 22,860

Union Pacific Railroad ...$137,810

United Fruit Co. $116,990
Bananas 116,990

United Fuel Gas Co. $82,460
Household Appliances 82,460

United Gas Co. $53,190
Appliances 10,230
Gas 12,330
Utilities 30,630

United Oil Co. $21,410
Gas & Oil 21,410

U. S. Borax & Chemical Corp. $1,097,930
Boraxo 292,080
Twenty Mule Team Borax 805,850

U. S. Industrial Chem. $44,430
Super Pyro Anti-Freeze.... 42,590
U.S.I. Anti-Freeze 1,840

U. S. Rubber Co. $277,650
Boosters 2,420
Kedettes 780
Keds 255,080
Koylon Foam Rubber Mattress 1,800
U. S. Royal Tires 17,570

U. S. Tobacco Co. $524,430
Encore 482,580
Sano 41,850

United Vintners, Inc. $228,990
Italian Swiss Colony Wine 61,060
Margo Wine..... 15,400
Petri Wines 130,990
Wines 21,540

United-Whelan Stores Corp. $154,440
Stores 77,220
Various Products 77,220

Utah Oil Co. $25,180
Gas & Oil 25,180

Utah Power & Light $32,710
Electricity 32,710

Utility Appliance Corp. $76,950
Air Conditioning 7,540
Gaffers & Sattler Ranges 55,520
Occidental Range 13,890

V

Valley Bell Dairy Co. $31,030
Dairy Products 31,030

Valley Forge Distrib. Co. ..$34,380
Rams Head Ale 21,770
Valley Forge Beer 12,610

Valleydale Packing Co. $239,510
Frosty Morn Meats 114,070
Reelfoot Meats 99,580
Valleydale Meats 25,860

Van's Baking Co. $21,460
Van's Bread 21,460

Vernor, James, Co./Bottlers $157,160
Vernor's Ginger Ale 157,160

Vick Chemical Co. $691,520
Inhalers 9,430
Medimist 3,460
Sof-Skin Hand Cream 114,140
Vicks Cough Drops 76,890
Vicks Cough Syrup 21,770
Vicks Throat Lozenges 13,080
Vicks Vaporub 399,920
Vicks Vatronol 52,830

Vienna Sausage Co. $21,230
Vienna Sausages 21,230

Vim TV & Appliance Stores $65,930
Appliances 48,610
Radio & TV Sets 17,320

Vita Boy Potato Chip Co....$23,730
Vita Boy Potato Chips.... 23,730

Viviano, V., & Bros. $23,750
Viviano Macaroni 18,680
Viviano Spaghetti 5,070

W

Wabash Railroad Co. $31,630

Wagner, August, Breweries $76,270
Augustiner Beer 33,170
Gambrinus Beer 43,100

Walgreen Co. $508,580
Drug Stores..... 508,580

Walker's Austex Chili Co. $45,550
Chili 34,150
Meat Products 9,500
Tamales 1,900

Wampole Co. $22,610
Bionoid Cold Tablets 22,610

Wander Co. $263,300
Ovalmix 33,080
Ovaltine 230,220

Ward Baking Co. $848,230
Aun Hannah Bread 15,840
Tip Top Bread 641,990
Tip Top Cakes 159,690
Tip Top Rolls 4,920
Ward's Bread 25,790

Ward Drug Co. $52,410
Drug Chain 52,410

Why McCann-Erickson Timebuyer selects Crosley WLW Stations for "Death Valley Days"

"Cooperation - all kinds of it - that's what you get from the WLW Stations. Yes, cooperation all along the line from sales representatives, from talent, from people behind the scenes, from everybody. I can always rely on the Crosley Station people to help eliminate those many complexities associated with today's time-buying. WLW Stations really clean up those stubborn-as-a-mule time-buying problems."

Chas. B. Willard

Charles B. Willard, McCann-Erickson Timebuyer

McCann-Erickson gets cooperation - and so will you and your products on the WLW Radio and TV Stations. So before you buy, always check first with your WLW Stations' Representative. You'll be glad you did!

WLW *Radio* **WLW-T** *Cincinnati* **WLW-C** *Columbus* **WLW-D** *Dayton* **WLW-A** *Atlanta*

Sales Offices: New York, Cincinnati, Chicago

Sales Representatives: NBC Spot Sales: Detroit, Los Angeles, San Francisco
Bomar Lowrance & Associates, Inc., Charlotte, Atlanta, Dallas . . . . . Crosley Broadcasting Corporation, a division of AVCO

HURRY! HURRY! HURRY!

GET YOUR TICKETS TO

The 16th Annual

RADIO PIONEERS' DINNER

WEDNESDAY EVENING, APRIL 10, 1957

7:30 P. M.

WALDORF ROOM, CONRAD HILTON HOTEL

Speaker, just returned from South African trip:
Frank J. Starzel, General Manager, The Associated Press

DINNER TICKETS ON SALE IN EXHIBIT HALL LOBBY

COME ONE! COME ALL!

You need not be a member to attend. Complete tables may be reserved.

INFORMAL

1956 TV SPOT SPENDING BY BRAND

Warner Bros. Pictures	**$71,570**
Movie Publicity	71,570
Warner-Lambert Pharma. Co.	**$5,820,440**
Anahist Cough Syrup	4,620
Anahist Nasal Spray	12,840
Super Anahist	2,748,690
DuBarry Light & Bright	3,980
Hudnut Home Permanent	14,290
Listerine Antiseptic	1,341,500
Listerine Dentifrice	1,291,060
Quick Home Permanent	336,030
Richard Hudnut Cosmetics	67,430
Wate-On Co.	**$27,910**
Wate-On	27,910
Watkins Furniture Co.	**$23,400**
Weaver Products	**$23,690**
Spoolies Hair Curlers	23,690
Weingarten Food Stores	**$51,820**
Welch Grape Juice Co.	**$523,330**
Fruit Of The Vine Preserves	355,670
Welch Food Products	6,610
Welch Frozen Grape Juice	20,400
Welch Grape Juice	12,690
Welch Grape Juice	27,670
Welch Grapelade	4,330
Welch Wine	95,960
Wesson Oil & Snow Drift	**$1,498,010**
Snowdrift	1,438,500
Wesson Salad Oil	59,510
West Disinfecting Co.	**$47,460**
CN Disinfectant	31,930
Westpine Deodorant	15,530
West End Brewing Co.	**$346,060**
Utica Club Ale	88,580
Utica Club Beer	257,480
Western Airlines Inc.	**$118,540**
Western Cotton Oil Co.	**$31,130**
Feeds	31,130
Westfield Mfg. Co.	**$28,450**
Columbia Bicycles	28,450
Westgate-Calif. Tuna Pack	**$32,830**
Breast O' Chicken Tuna	32,830
Westinghouse Dealers	**$30,940**
Westinghouse Various Appliances	30,940
Westinghouse Electric Corp.	**$156,000**
Air Conditioners	39,030
Westinghouse Appliances	58,510
Westinghouse Ranges	970
Westinghouse Refrigerator	320
Westinghouse Various Appliances	57,170
Weston Biscuit Co.	**$52,450**
Crackers & Cookies	52,450
White Castle System	**$21,350**
Chain Hamburger Stands	21,350
White King Soap Co.	**$184,670**
White King Cleaner	2,040
White King Detergent	126,970
White King Granulated Soap	28,080
White King Toilet Soap	27,580
White, Martha, Mills, Inc.	**$174,630**
Fortune Feed	2,430
Martha White Bread	7,080
Martha White Cake Mixes	25,280
Martha White Coffee Inst./Reg.	500
Martha White Corn Meal	34,950
Martha White Flour	103,890
Martha White Jams	500
Whitehouse Co.	**$136,740**
Dolls	5,180
Phonograph Records	124,910
Super Jet Guns	6,650
Whitman, Stephen F., & Son	**$403,170**
Whitman's Candy	403,170
Wiedemann, George, Brewing	**$594,120**
Wiedemann Beer	594,120
Wilbert Products Co., Inc.	**$79,680**
Wilbert's Wax	79,680
Wildroot Co., Inc.	**$893,340**
Formula No. 2 Hair Tonic	43,860
Help Hair Tonic	7,590
Vam Hair Tonic	176,190
Wildroot Cream Hail Oil	607,200
Wildroot Hair Tonic	58,500
Wilkins, John H., Co., Inc.	**$32,280**
Wilkins Coffee Inst./Reg.	32,280
Wilkins Rogers Milling Co.	**$56,610**
Washington Flour	56,610
Williams, J. B., Co.	**$270,090**
Baby's Own	300
Conti Castile Shampoo	103,460
Kreml Hair Tonic	9,310
Lectric Shave	109,370
Skol Suntan Lotion	47,650
Williams, R. R., Co.	**$56,520**
Wash N Dry	56,520
Williamson Candy Co.	**$119,510**
Oh Henry Candy Bars	119,510
Williamson-Dickie Mfg. Co.	**$90,070**
Dickie Work Clothes	81,620
Mens' Sport Clothing	8,450
Wilson & Co., Inc.	**$312,050**
Bak-Rite Shortening	6,930
Canned Meats	15,680
Ideal Dog Food	2,360
Jane Wilson Canned Meat	8,580
Meats	278,140
Wilson Dog Food	360
Wine Advisory Board	**$250,190**
Wines	250,190
Wine Growers Guild	**$121,670**
Guild Wine	121,670
Winn-Dixie Corp.	**$24,220**
Food Stores	24,220
Winslow Chip Co., Inc.	**$31,140**
Winslow's Potato Chips	31,140
Wisconsin Electric Power	**$80,830**
Electric Service	80,830
Wisconsin Independent Oil	**$74,330**
Gas & Oil	74,330
Wise Potato Chip Co.	**$128,150**
Potato Chips	128,150
Wishbone Salad Dressing	**$48,300**
Salad Dressing	48,300
Wood Bros.	**$51,660**
H & C Coffee Inst.	12,390
H & C Coffee Reg.	39,270
Wrigley, William Jr., Co.	**$999,070**
Doublemint Gum	652,040
Spearmint Gum	347,030
Wrigley Stores, Inc.	**$77,990**
Various Products	77,990
Wyler & Co.	**$20,600**
Lemonade Mix	19,500
Soup	1,100
Wynn Oil Co.	**$52,360**
Lubricants	10,500
Wynn's Oil	41,860

X

XLNT Spanish Foods Co.	**$24,760**
Fresh Delicatessen Items	24,760

Y

Young, W. F., Inc.	**$204,790**
Absorbine, Jr.	204,790
Youngblood's Poultry Farms	**$33,390**
Poultry	33,390

Z

Zenith Radio Corp.	**$123,920**
Zenith Radios	19,330
Zippy Products, Inc.	**$91,500**
Zenith TV Sets	104,590
Zippy Liquid Starch	91,500

WAKR is First in listeners

HOOPER RADIO AUDIENCE INDEX

Share of Radio Audience — Akron City Zone

MORNING (7 AM-12 NOON)
Monday thru Friday
JAN. thru MAR., 1957

WAKR 50.2

- Station "A" 4.9
- Station "B" 13.0
- Station "C" 24.2
- Station "D" 2.0
- Station "E" 2.8

AFTERNOON (12 NOON TO 6 PM)
Monday thru Friday
JAN thru MAR., 1957

WAKR 39.7

- Station "A" 6.0
- Station "B" 13.1
- Station "C" 28.9
- Station "D" 2.3
- Station "E" 6.9

NIGHT (6 PM—10:30 PM)
Monday thru Friday
OCT. thru DEC., 1956

WAKR 57.7

- Station "A" 9.8
- Station "B" 18.4
- Station "C" —*
- Station "D" 3.0
- Station "E" —*

■ Cleveland Stations with primary service in Akron * Off the air

NIELSEN NCS AND PULSE ALSO AGREE THAT WAKR IS A DECIDED FIRST.

Represented Nationally by BURKE-STUART Company, Inc.

• NEW YORK • CHICAGO • DETROIT • LOS ANGELES • SAN FRANCISCO

WAKR-TV • WAKR-RADIO

RADIO-TELEVISION CENTER — 853 Copley Road — Akron 20, Ohio

More Serious Than You Think

IT SHOULD be apparent now that low-band vhf television is in imminent danger. Whatever the protestations of the military, the warning signals are up—in the published statements of the communications chiefs of Air Force and Navy and in the comments of members of the FCC before Congressional committees.

The fact that President Eisenhower may not yet have been called upon formally to consider allocation of a portion of the vhf spectrum used by tv to government should not delude Congress, whose interest is the public, the FCC, whose interest is identical, and the broadcasters who have not only the public but themselves to consider. If the formal request for an executive order is not now at the White House, it may be there next week or next month, unless prompt measures are taken.

We are as interested in our defenses as are military men. But we are not satisfied with the arbitrary position that the military must keep all of the broad spectrum range it now occupies and that in addition it needs all or most of the area now occupied by stations in channels 2-6. The entrepreneur must justify his use of spectrum space in the open. The military justifies anything under the cloak of "security."

Billions in public investment are involved in receivers which would become half-sets or less if channels 2-6 were pre-empted. The 200-odd stations now on those channels would presumably be earmarked for uhf, suffering tremendous losses not only in facilities but in coverage because of uhf's narrower range.

It is no answer to say that a transition of perhaps 10 years might be allowed, during which both public and private investors will have amortized their investments. A decade is a twinkling in the life of a medium which in less than 10 years represents an investment of perhaps $20 billion in 40 million receivers and nearly 500 stations.

There appears to be one logical approach. That is the proposal of Sen. Charles E. Potter (R-Mich.) for an expert staff, possibly working through a select joint committee of Congress, to undertake a spectrum utilization analysis covering government (military) as well as private users. The military could refute the charges that it is holding substantial vhf space on a "stand-by" basis, if that is the fact. It could seek to justify its need for tv or other "public" space.

Such a high-level appraisal is essential. Users of public space are dealing in the dark. If the military needs low-band vhf space, perhaps it could relinquish as much or more higher band space contiguous to the upper vhf band (chs. 7-13). Perhaps other services, over a period of years, could exchange space too. Possibly there could be a continuous tv band beginning at ch. 7 with no distinction between uhf and vhf. Who knows until the study is made? There is no national emergency. There is time to plan.

The Shoe Fits

THE QUESTION which will be argued in the aftermath of "Cinderella"—most intensely, we are sure, among those who footed the bill—will be whether the elaborate production was worth its equally elaborate costs.

We venture that the answer will incline toward the affirmative.

If CBS-TV's estimates of a 100 million-plus audience for the program are correct, Pepsi-Cola and Shulton Inc. made an expensive but sound advertising buy. If the time and production costs ran to $650,000, probably a high figure, the cost per thousand viewers was $6.50.

That is not a spectacularly low CPM, to be sure, but neither is it spectacularly high. The advertising benefits derived from a prestige production like "Cinderella" cannot be adequately measured by cost alone. Obviously the audience liked the show. If our own reaction may be used as a guide, the audience also liked the commercials. When they add up the advertising they bought in "Cinderella," Pepsi-Cola and Shulton should be well satisfied.

As Advertised

NOT unexpectedly, newspapers and magazines are devoting space and headlines to the Federal Trade Commission's intensified monitoring of radio and television commercials.

Publications reporting the FTC's complaints against Mentholatum Co., Whitehall Pharmacal and Omega Chemical Co. [B•T, April 1], emphasized that they were the first actions resulting from the FTC's radio-tv investigation. The fact that newspaper advertising was also involved in the complaints was buried.

We may expect more of the same. In the FTC's own announcement of the three actions, the radio-television angle was exploited. It was exploited further by publications which are in advertising competition with radio-tv.

This situation is made to order for print media propaganda. The only way to counter it is through effective counter-propaganda. Here, in case they are searching for a specific challenge, is a job for the new public relations officials of the NARTB.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"And now, Teddy, I want you to meet your new challenger."

Mr. Chairman(?)

NEVER before has there been so much suspense for so long about the chairmanship of the FCC. Chairman George C. McConnaughey's term expires June 30. For months there has been speculation whether he would seek reappointment.

A few weeks ago, Mr. McConnaughey himself said he had been offered reappointment, but was undecided. He has confided that there are personal considerations which might make it desirable for him to return to private practice of law in his native Ohio, possibly with office connections in Washington. This may be a combination of family homesickness, plus a will to recoup family fortunes after several years of living on government salaries.

As always, it depends upon where one sits whether Mr. McConnaughey has performed efficiently and wisely during the two and one-half years he has served. The very nature of the task—one of the most onerous and controversial in government—is such that no chairman of the FCC or its predecessor Federal Radio Commission has left office without a few chinks in his armor. Certainly Mr. McConnaughey has fared no worse than most of his recent predecessors and has excelled in recent appearances before Congress—the acid test.

The FCC's work should not function without a chairman or its full complement of seven members even for a short period. There's the prospect of tie votes on important issues in a sharply divided commission; indeed in a recent case the general counsel ruled that a commissioner who had abstained was required under the law to "break" the 3-3 tie. Appointment of a temporary chairman is conducive to inefficiency.

A number of men of excellent qualifications are eyeing the FCC. Most of them are standing by until Mr. McConnaughey makes up his mind.

Mr. McConnaughey should have the reappointment if he wants it. If he does not seek it, he should make known his wishes well in advance of the June 30 expiration to enable the President to make a careful selection of his successor as a commissioner and to name the new chairman. Moreover, there is a lapse involved in getting Senate confirmation. There are only 82 days until June 30.

Mr. McConnaughey is in Chicago this week for the NARTB convention. He is on the program twice. Certainly this is the ideal setting for the announcement, either way, to the nation's broadcasters—the people most interested in his decision.

WTCN public service achievement inspires new award.

FISH STORY... *and then some!*

Bait your lure with the thrill of fishing a virgin lake and you can be sure of one thing: fishermen will bite. And that's exactly the bait our friendly neighbor Canada used when it decided to go after a share of Minnesota's rich tourist business (3rd industry in the state, over $200 million in '56)

Canada's well chosen lure worked, too, until . . .

WTCN Radio-Television, alert to the needs and problems of the community, planned and backed a campaign to keep fishermen in Minnesota. Resort owners throughout the state quickly picked up the campaign and, divided into area groups, went into a concentrated drive to find and report uncharted lakes to the State Department of Conservation. The department then surveyed, mapped, and named these new lakes and WTCN Radio-Television publicized them, gave eager fishermen directions on how to get to them. Two of the new-found lakes were named in recognition of this direct and successful public service: Lake WTCN, and Lake Robertson (for WTCN's Vice President and general manager Miller Robertson.) In fact, so many new lakes were discovered that the governor ordered a census of lakes which promises to boost Minnesota from the land of 10,000 lakes to the land of more than 14,000 lakes!

Year after year, through programs like Stu Mann's high-rated Minnesota Outdoors . . . through special campaigns like this one and the "Save the Wetlands" campaign . . . through annual awards for wildlife art and photography . . . WTCN Radio-Television serves up public service with a punch—public service geared to meet current community needs effectively.

And it pays off: on January 6, 1957 Governor Orville Freeman (left, above, with Miller Robertson) presented WTCN Radio-Television the first of a newly created annual award for outstanding contributions to Minnesota conservation.

WTCN's nearly state-wide coverage helps make these campaigns a success. The campaigns themselves earn new friends and increase listener loyalty. And that's what pays off for advertisers. Put new punch in your advertising: call your Katz representative today for ratings and availabilities.

WTCN RADIO-TELEVISION

MINNEAPOLIS-ST. PAUL

Represented nationally by Katz Agency, Inc. Affiliated with WFDF, Flint; WOOD AM & TV, Grand Rapids; WFBM AM & TV, Indianapolis.